No. 172
Jan. '75
33230

MAD

IND ®

OUR PRICE
50¢
ALMOST CHEAP

Yes, Virginia—
due to the high
cost of living,
there is no
Santa Claus
this year!
ANOTHER
MAD
MINI-
POSTER

NUMBER 172 JANUARY 1975

MAD

"The average man is a guy who spends his whole life trying to prove to everybody that he isn't!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*
JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

ALFRED'S POOR ALMANAC DEPARTMENT
November 14th to January 1st 11

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Staying Young 24

BUMMER CROP DEPARTMENT
A Downer Is 22

DON MARTIN DEPARTMENT
Don Martin's Natural History Movies
#14: Insect Masters Of Camouflage And Illusion 12
#27: The Goono Aborigines 29
#39: The Great Golden Eagle 40

FROM "SUPER" TO NUTS DEPARTMENT
More Powerful Than A Locomotive 17

HYSTERIA REPEATS ITSELF DEPARTMENT
If The World Of Yesterday Faced The Conditions Of Today .. 14

LET'S MAKE IT PERFECTLY CLEAR DEPARTMENT
Commemoratives To President Nixon 30

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" By Aragones ..... **

OUT, DAMNED SPOT! DEPARTMENT
MAD Solutions To Big City Doggie-Do Problems 32

SHTICK 'EM UP! DEPARTMENT
Bluff That Mugger 37

SYMBOL EXPLANATION DEPARTMENT
Picture Road Signs In Everyday Situations 38

THE BORING '20'S DEPARTMENT
The Great Gasbag (A MAD Movie Satire) 4

THE SUM OF THE PARTS DEPARTMENT
The Six Million Dollars, Man! (A MAD TV Satire) 41

THE SYMBOL TRUTH DEPARTMENT
Picture Road Signs We'd Like To See 19

**Various Places Around The Magazine

MAD—January 1975, Volume 1, No. 172. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: In U.S.A., 20 issues $10.00. Outside U.S.A., 20 issues $12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1974 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.
Printed in U.S.A.

VITAL FEATURES

THE GREAT GASBAG (MOVIE SATIRE) Pg. 4

DON MARTIN'S NATURAL HISTORY MOVIES Pg. 12

PICTURE ROAD SIGNS WE'D LIKE TO SEE Pg. 19

THE LIGHTER SIDE OF STAYING YOUNG Pg. 24

MAD SOLVES BIG CITY DOGGIE-DO PROBLEMS Pg. 32

THE SIX MILLION DOLLARS, MAN! (TV SATIRE) Pg. 41

POPICORN

I thought "Papillon" was a great movie, but somehow you guys (Angelo Torres and Dick De Bartolo) always seem to "improve" movies.

Scott Corbo
Montclair, N.J.

Dick De Bartolo and Angelo Torres gave us two great performances in "Popicorn," even better than those of Steve McQueen and Dustin Hoffman in "Papillon"!

Joel Shelton
Oklahoma City, Okla.

Dick De Bartolo's "Popicorn" really got the butter of me!

Sam Man
Lawrence, Mass.

ONE FINE DAY IN THE ARCTIC

Don Martin's "One Fine Day In The Arctic" was a lot of hot air!

Keith Cotton
Wichita Falls, Texas

1974 HOSPITAL SUPPLY CATALOGUE

Hooray for your "1974 Hospital Supply Catalogue"—which is all too *deadly* true. I wouldn't be a patient in most hospitals if my life depended upon it. *Especially* then!

Christopher K. Boal, M.D.
Los Angeles, Calif.

Are you trying to give the hospitals *more* inhuman ideas . . . ?

Janice Ridenour
Mountain View, Calif.

ON "McCLOUD" NINE

Being a long-standing MAD fan *and* seeing myself in your really funny "McCloud" horseplay is like watching a possum rummaging in a bag of lint. Great sport! There yuh go, MAD!!!

Dennis Weaver
"McCloud"—Universal TV
Hollywood, Calif.

THE ECCHORCIST

"The Exorcist" is an excellent film and I was glad to see you have fun with it without dishing out the usual insults you see in most MAD movie satires. Or could it be that Larry Siegel is every bit as skillful as its author, William Peter Blatty? Devil only knows!

Al Alongi
Rosedale, N.Y.

Wicked men! For your irreligious treatment of "The Ecchorcist," I shall pray for you every night . . . for making me laugh like *$#&*!

Sister Anne Marie, O.S.F.
Madonna High School
Chicago, Ill.

I don't know what possessed me to read it!

Paul Marek
Bethany, Okla.

Your "Exorcist Barf Bag" cover was a good precautionary measure, but since MAD is a family magazine, shouldn't you have offered the big family size bag?

Arthur Greenwald
Pittsburgh, Pa.

The Devil had already used my Barf Bag!

Steven Vogler
Downers Grove, Ill.

Please accept my blessings for "The Ecchorcist". . . and "Ring Around The Collar" to you, too!

Alison Kahn
Trans-Lux Corporation
New York, N.Y.

I'd like to give Mort Drucker and Larry Siegel a piece of my stomECCH!

Fleming Free
Savannah, Ga.

My latest MAD is possessed by the Devil. He keeps shutting the magazine on me before I'm even half-finished. Quick, send me a new issue or a priest!

Scott McClain
Bloomingdale, N.J.

I wasn't taking any chances! I got out of bed when I started reading "The Ecchorcist."

Brian Inglis
Los Altos, Calif.

My bed kept on shaking . . . from my laughter!

Robert Meerland
Vancouver, Wash.

Demonic possession is an area of life that should be left alone. It is too serious and deadly a subject to scoff at! Incidentally, have you tried calling the homes of Larry Siegel and Mort Drucker lately . . . ?

J. T. Lambert
Liverpool, N.Y.

You certainly gave the Devil his due with your choice movie selections in #170: from demonic possession to Devil's Island.

Linda Perney
New York, N.Y.

IMPEACHMENT NEWSPAPER STORY

Regarding Frank Jacobs's "All-Inclusive-Do-It-Yourself Impeachment Newspaper Story," have you ever considered how many different possible stories you have? You have 12 different word "blanks," each with 12 possible words. That means that you have 12^{12}, or 8,916,100,447,000 combinations of words for your "Impeachment" newspaper clipping. If one were to read each possible combination at the rate of 3 clippings per minute, it would take 5,654,553 years to read them all. You may lose a lot of your readers this way, since they now have enough reading material to last them the rest of their lives. This may be worth considering before you print any more "Do-It-Yourself" stories. Well, time to get back to my MAD. I still have 8,916,100,444,397 more news stories to read.

Kenneth Mikulina
La Grange, Ill.

A MAD LOOK AT A TV COMMERCIAL

Al Jaffee's "A MAD Look At A TV Commercial" was a very sticky situation.

Nick Korn
Louisville, Ky.

HORRIFYING CLICHÉS

Those "Horrifying Clichés" are more fun than a barrel of monkeys. But, it's like I tell my kids—they should avoid clichés like the plague.

Mary Hirt
Lorain, Ohio

Once again, May Sakami and Paul Coker, Jr. have given definite form to *time-honored* Clichés. But, as a result of our recent national dilemma, an equally horrifying Horrifying Cliché became part of our slanguage. And I'd like to see *it* Cokerized. Mainly, "Deleting An EXPLETIVE"...

Barbara Nell King
Cosmopolitan Magazine
New York, N.Y.

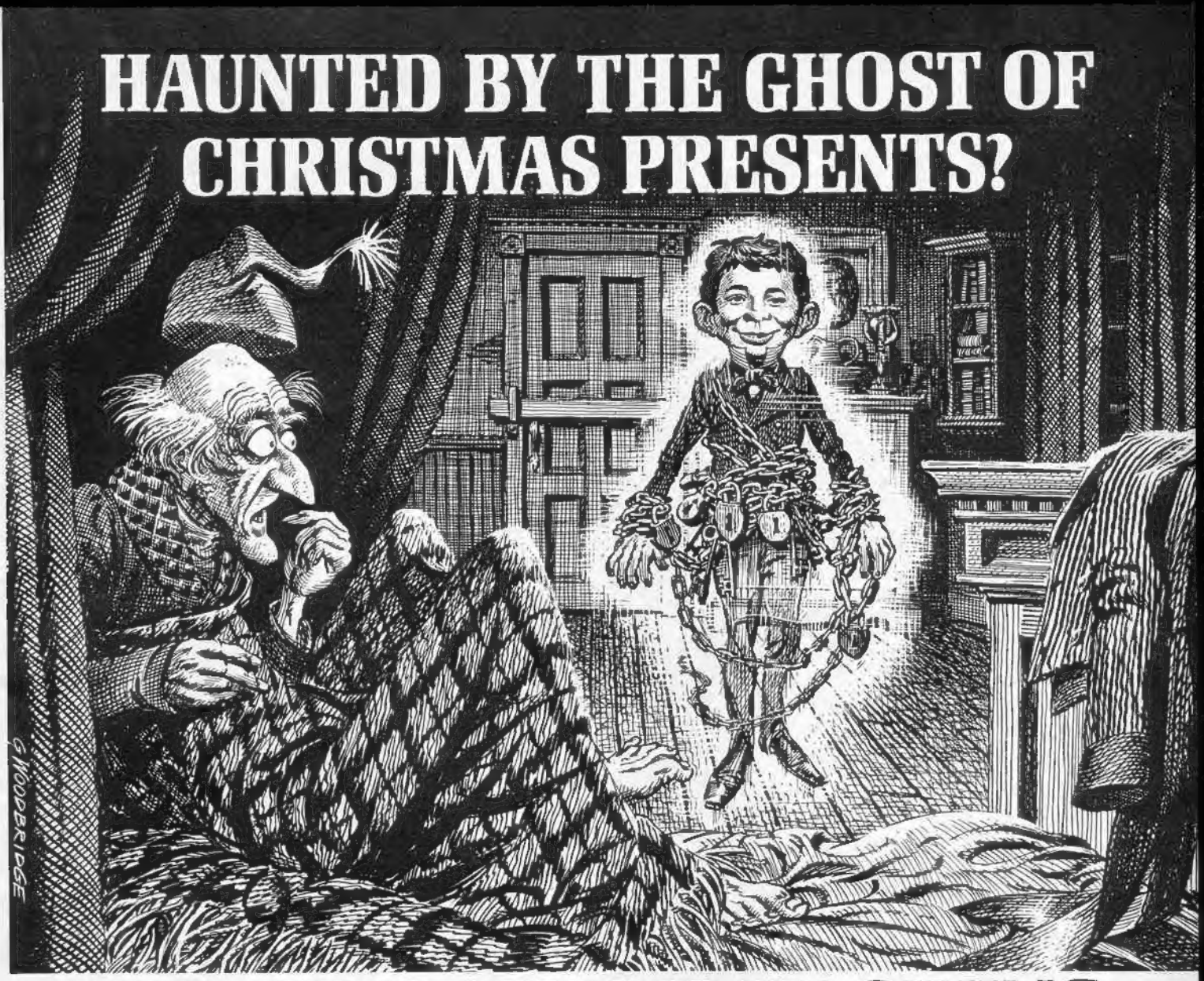
Coker Deletes An Expletive!

After I read your "Horrifying Clichés" I threw my copy of MAD into the garbage can. You might say I was "Dropping A BOMB."

Eddie Dezen
Cumberland, Md.

Please Address All Correspondence To:
MAD, Dept. 172, 485 MADison Avenue
New York, New York 10022

Unsolicited manuscripts will not be returned unless accompanied by a self-addressed, stamped envelope!



LIFT YOUR SPIRITS BY GIVING...
GIFT SUBSCRIPTIONS TO MAD

. . . and we'll send cheery "Christmas Gift Announcements" telling the lucky recipients who the Dickens to blame!

use one or more coupons or duplicates

MAD
485 MADison Avenue
New York, N. Y. 10022

I enclose $10.00* Please send a 20 Issue GIFT SUBSCRIPTION to:

* In Canada, $10.00 in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, $12.50, payable by International Money Order or Check drawn on a U.S.A. Bank. Please allow 10 weeks for your subscription to be processed. We cannot be responsible for any cash lost or stolen in the mails, so . . . CHECK OR MONEY ORDER PREFERRED!

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP-CODE _____
An Absolute Must!

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

_____

use one or more coupons or duplicates

MAD
485 MADison Avenue
New York, N. Y. 10022

I enclose $10.00* Please send a 20 Issue GIFT SUBSCRIPTION to:

* In Canada, $10.00 in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, $12.50, payable by International Money Order or Check drawn on a U.S.A. Bank. Please allow 10 weeks for your subscription to be processed. We cannot be responsible for any cash lost or stolen in the mails, so . . . CHECK OR MONEY ORDER PREFERRED!

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP-CODE _____
An Absolute Must!

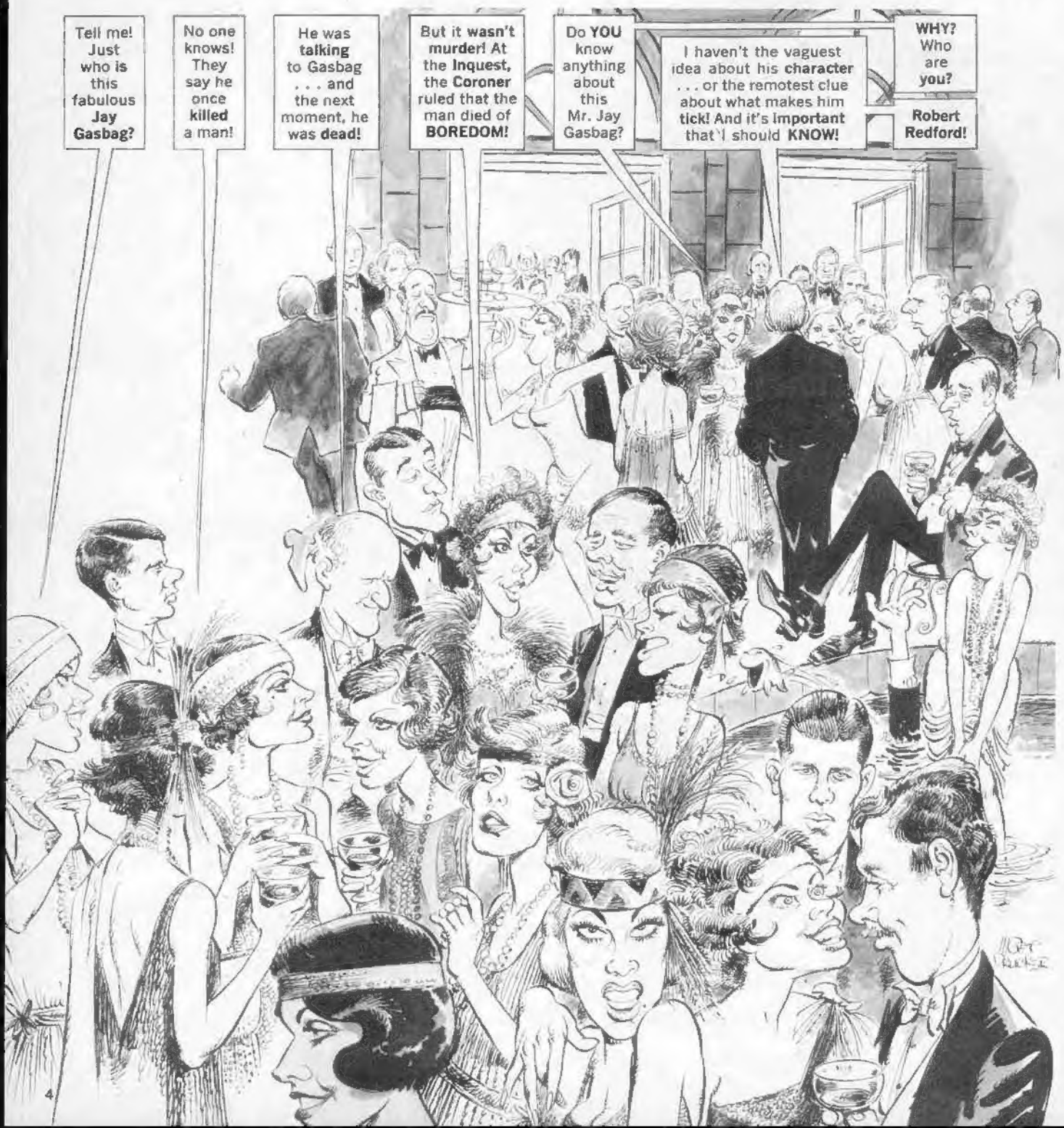
AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

_____

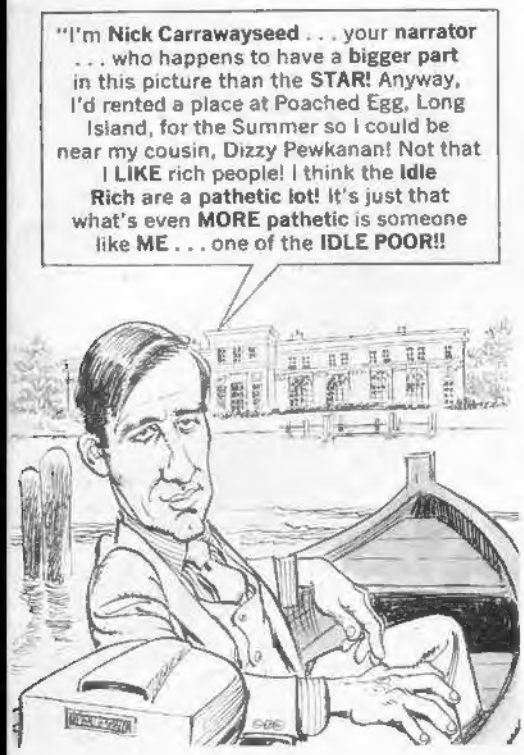
THE BORING '20'S DEPT.

Remember what a big deal all the magazines made about the "Gatsby Look"? Remember how everybody was ready to start wearing Gatsby hats and Gatsby suits and Gatsby shirts and the entire garment industry was all cranked up to start grinding out Gatsby fashions? Well, it seems that the "Gatsby Look" never really took off! Why, you ask? What killed the "Gatsby Look"? That's easy! The MOVIE came out! And to show you how and why this deadly film killed the whole dopey fad, we now present our version . . . which we call . . .

THE GR



EAT GASBAG



ARTIST: MORT DRUCKER WRITER: STAN HART

What do you all do for **FUN?**

This is **it!**

Sometimes . . . for **excitement,** we look out the windows and watch the **seasons** go by!

Most of the time, we just **hang around,** wearing **expensive clothes** and hoping the **photographer** for **Vogue** shows up!

We're so **rich,** we don't have to do **anything!**

What about **BOREDOM?**

Say! **That** sounds like fun! We must **try** it sometime!

Excuse me! There's an important **telephone call** for Mr. Pewkanan!

Who is it, Jeeves . . . ?

The party didn't leave a **name!** She just said, "Tell **Tom-Tomcat** his **BROAD'S** on the phone!"

Bless her! She's so . . . so **discreet!** I'll take it . . .

Do you think **Tomcat** is **playing around?**

I'm sure that Tomcat has room for only **ONE WOMAN** in his life!

Well! That lets **DIZZY** out!

Sorry, but it was a **business** call!!

Isn't that a little **ODD?**

Yes, it **is!** Especially since I don't even know **what** business I'm **IN!!**

I'm living next door to that fabulous **Jay Gasbag!!**

Jay Gasbag! —gasp—

Dizzy!! Do you **know** him?

No! Why do you **ask?**

Because you look so **pale** and **upset!**

Oh, that's—that's because I neglected to take my **afternoon nap** today! Why, I—I must have **slept right through it!**

That night, after I left the others and crossed the cove, having docked my boat, I saw a **shadowy figure** looking out at Dizzy Pewkanan's house . . .

But when I looked **again,** the figure was **gone!** I know I'd finally seen the **mysterious** and **unhappy Jay Gasbag!** And then, I heard something that **explained** why he'd **vanished!**

No, no! **Please!** Don't make me go out there and do this **movie!** I've read the **script!!**

You **gotta!** I'm your **Agent,** and I tell you—Paramount will sue you for **millions** if you walk off this movie!

For the first time, I **really understood** why he was such an **unhappy man!**

In a way, I felt that I was luckier than Jay Gasbag! F'rinstance, when I looked out, I saw his fabulous mansion! But when HE looked out, all he saw was my shabby dump!

And those parties he threw! They were unbelievable . . .

Gasbag thought of everything!

He even had the dancing CHOREOGRAPHED!!

Nick, I want you to meet my girl!

But . . . why ME!?

Hell, you're my wife's cousin, aren't you?!? Don't you have any interest in her family?

That's what I like about you! You never let your insensitivity interfere with your stupidity!

Right! There's a time and a place for EVERYTHING!

DULLSON'S

DULLSON'S GARAGE

GARAGE

DR. A. CHLEBURG OPTOMETRIST

How come you let your wife do that, Mr. Dullson?

It's cheaper than giving orange juice glasses to my customers as premiums!

Listen, Fertile, get on a train, and meet me in Manhattan!

I'll do anything you say, Lover!

Good! And take a bath!

I can't! If I took another bath this month, my Husband would get suspicious!

OIL

A funny thing happened to me on the way to the party—

SHADDUP!!

Why did he do that to the Comic?

Because if there's one thing we don't want in this picture, it's entertainment!

Follow me! Someone wants to see you!

Well! I finally got to meet The Great Gasbag!

Really?!? Tell me about him! What's he like? Is—

But YOU'RE Gasbag!!

Oh, yeah! I forgot!

Enjoying the party, Old Spot?

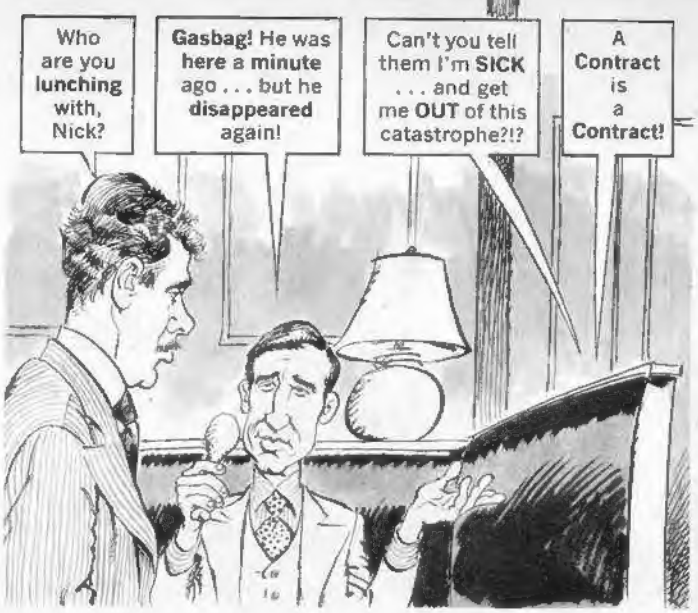
Er—that's "Old Sport"! Yes . . . and I'm honored to meet you!

You know, although everyone is talking about me, very few people actually come to SEE me!

At—at these parties?

No, at these theaters!

Tell me about Jay Gasbag, Mr. Wolfshy!
I know that he's a fabulous character, an amazing business genius, and a fine human being!
How do you know all this?
I read the book!
Hello, Old Schwartz!
That's "Old Sports"!


Who are you lunching with, Nick?
Gasbag! He was here a minute ago . . . but he disappeared again!
Can't you tell them I'm SICK . . . and get me OUT of this catastrophe?!?
A Contract is a Contract!

I did just as you asked, Mr. Gasbag! I invited Dizzy Pewkanan over here! But . . . I didn't know you knew her!
It was years ago! She was a totally-undeveloped, scrawny, silly child then! I wonder if I'll recognize her now?
Don't worry. You will!

Welcome, Dizzy! Come in! There is someone here I want you to meet . . .
I'm—I'm all aquiver with excitement! Where is he?
What? Oh, NO! Not again!
The picture is bad enough! But, I am NOT going to make love to HER!
Get back in there! I got a COURT ORDER!

Hello, Dizzy! You haven't changed a bit—damn it!
So your great passion brought you back to me?!
That . . . and a Court Order!
I'll leave so you can stare at each other without talking for an hour!

Would you like to see my mansion, Dizzy?
I really hate to leave!
Why?
I like the music!
Don't worry! It's going to follow us for the rest of the picture!

Look at this! Why, you kept a scrapbook about me! How sentimental!
Yes! Even after you broke my heart!
Oh . . . by the way . . . why DID you marry Tomcat instead of me, anyway?
Because you were a poor soldier, and he was a rich draft-dodger!
That's why I love you! Your values are so real! Then you never really married for love!
Of course I did! I love money!
How could anyone he p but adore such a worthwhile person!?
SEND THIS GIRL TO CAMP
WHY FRANK AND MIA WANT A BABY NOW
Look, Dizzy . . . I have dozens of suits, hundreds of shirts, thousands of ties, millions of shoe laces . . .
Jay . . . are you showing me all th s to impress me with your wealth . . .?
No , because Paramount spent over $2,000,000 on my wardrobe, and SOMEBODY ought to see it!
I wonder if we can recapture those days so long ago when we were young and so in love?
Of course! I'll put on my old uniform . . . and I'll look exactly like I did during the War!!
Oh, would you?!?
I meant BEFORE you were in combat!
Oh . .
U.S.
As a friend, Gasbag, I must warn you! You're headed for trouble!
Why's that, Old Sport?
Old Sport!! Because you can't repeat the past!
But we DID repeat the past! This is the third time Hollywood's made "The Great Gasbag" . . . and failed!!
Lunch at the Pewkanan's! There we were, all at one table! The air was charged with suspense! Then, Gasbag broke the heavy silence by asking the one question that was on everybody's mind!
Won't this picture ever end?
This is a great idea . . going for a ride into the city . .
Why is that?
It's a change of pace! People must be tired of looking at our cute old clothes! Now, they can look at our cute old cars for the next half hour!
59th BRIDGE
NEW YORK

Tomcat, your wife doesn't love you! She never DID!
That's a LIE!
Dizzy, tell him you never loved him!
I . . . I . . .
TELL him!!
I never loved you, Tomcat!
Good girl!
Is there anything ELSE you want?
Hmm! Well! While we're AT it . . . maybe the folks would like to see you quack like a DUCK?!?

That scoundrel has thoroughly hypnotized my wife!
How can you tell?
She just told me that she was leaving me and taking custody of Huey, Dewey and Louie!
the PLAZA

What happened?
Fertile just ran in front of a speeding car, and she was killed instantly!
Oh, no! Why . . .? WHY?!?
You mean, why was it HER?
No, I mean, why didn't they FILM the only scene with any ACTION in this entire movie?

I loved her . . . and now she's —choke— she's gone!
Dullson, you've got to stop all this talk! You just have to!!
But, why . . .?

Because it's so damned BORING!!
ZZZZZZZ
DR. YICHLEBURG OPTOMETRIST

Is that YOU, my precious darling, my dearly beloved, my sweet pussycat?
I'm wise to you, Gasbag! You want to break up my home!
WHAT . . .?!?
By calling me "darling" and "pussycat," you're trying to steal me away from my wife! I can't let you do that . . .!
Okay! I see you're determined to shoot me! But, please, just grant me one last request . . .?
Sure! What is it . . .?
Whatever you do, DON'T miss!

Okay! Take that . . .
It's a small price to pay to finally get out of this movie!
BLAM! BLAM!

Alfred's Poor ALMANAC

NOVEMBER

FRI 15	Taffy-maker Bascomb Heemish is found guilty of embezzlement, sentenced to a long stretch, 1936.
SUN 17	Walt Disney workers strike for higher wages, resulting in suspended animation, 1954.
TUES 19	Amy and Jenny Lumet picket local ice-cream parlor, demand a fair shake, 1968.
THURS 21	The White House invents Watergate Roulette—five pro-administration witnesses and John Dean, 1973
SAT 23	The IRS investigates Billie Jean King's net income, 1973.
MON 25	Frank Prince wins blind-folded cookie identification contest, says it was a snap, 1966.
WED 27	Sacks Sports Stores offer velvet sweatshirts for athletes who want to be gym-dandies, 1970.
FRI 29	Santa Fe & Erie Railroads begin mutual improvement program, pledging to renew old ties, 1957.
THURS 14	The Bad News is that MAD #172 goes on sale today. The Good News is most MAD readers are illiterate.
SAT 16	Fernando Magellan spots trombone floating in water, sails around the Horn, 1520.
MON 18	Unidentified man dies on steps of Vatican; five priests get a piece of the unction, 1950.
WED 20	Fat women always reveal their dimensions in round numbers.
FRI 22	U.S. Mint disciplines Leo Yancy, foreman of silver dollar section, by confining him to quarters, 1921.
SUN 24	The IRS investigates Don Martin's gross income, 1973.
TUES 26	Charles Schulz's birthday—52 years old and still working for Peanuts!
THURS 28	Thanksgiving Day. Also observed as The Alka-Seltzer Day of Deliverance.
SAT 30	Any kid who wants to grow up to be a vivisectionist has his work cut out for him.

WRITER: FRANK JACOBS

DECEMBER

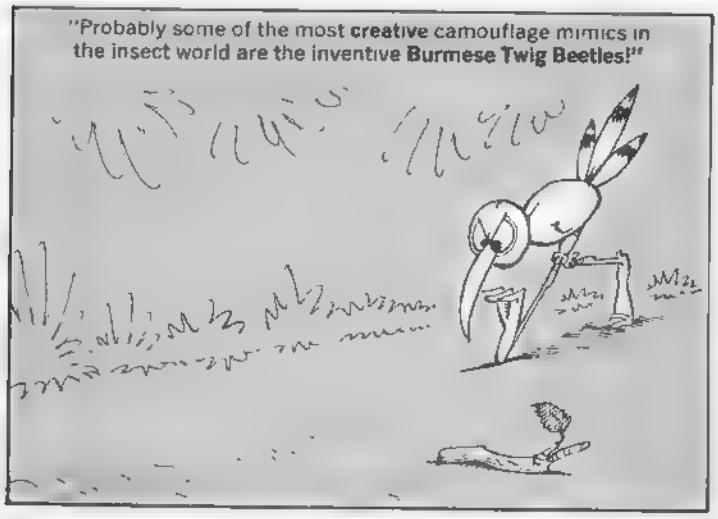
MON 2	Horsewoman Brenda Vink wears riding outfit 24 hours a day, says she can't get out of the habit, 1952.
WED 4	Newsman Felix Aquito swims Gulf Stream, says it helps him keep up with current events, 1966.
FRI 6	Untidy, titled Englishmen invariably have terrible manors.
SUN 8	Stories about escaped convicts are usually runaway best-sellers.
TUES 10	Jules Pfeffer completes screenplay for sex film on candy workers, calls it "Caramel Knowledge", 1972.
THURS 12	Frank Sinatra's birthday. And you damn well better not forget it!
SAT 14	Lynch mob in Georgia organizes country's first Swinging Singles Weekend, 1921.
MON 16	Sandy Warphole paints can of Coca Cola, invents Soda Pop Art, 1961.
WED 18	Dope Addict, Richard The Mainline-Hearted, designs new armor for himself, invents junkie mail, 1305.
FRI 20	The earth makes 1 revolution per year, except in South America, where the figure is much higher.
SUN 22	Wastrel Peter-Eric Putnam goes through his Fortune, decides it makes for dull reading, 1959
TUES 24	'Tis the Night Before Xmas, and all through the nation, your bonus means nothing because of inflation.
THURS 26	Joliet cons revolt during guest appearance of Henny Youngman, resent being treated as captive audience.
SAT 28	Satellite photographs Philadelphia from 75 miles up; cameras fail to function due to boredom, 1970.
MON 30	Chief Running Ear refused entry to Pow Wow of Indian Chiefs for failing to confirm his reservation, 1851.
SUN 1	Bootblack Leroy Skiddle applies brown paste to black shoes, invents the polish joke, 1955.
TUES 3	People who use an expensive deodorant think they have an air of superiority about them.
THURS 5	Adam and Eve deny those rumors, say they're just good friends, 5006 B.C.
SAT 7	Cotton-picker Mervyn Tyler, arrested on suspicion of murder, is held without bale, 1963.
MON 9	Writer Irving Clifford admits that the Comet Kohoutek was another hoax he dreamed up, 1973.
WED 11	Svelte Lena Calhoun pleads guilty to going topless, says she wanted to get something off her chest, 1964.
FRI 13	Outer Mongolia opens first zoo, finds it's only good for a couple of yaks, 1970.
SUN 15	Tailor Geoffrey McVey turns down 315 lb. Bill Gaines as customer, say's he's completely unsuitable, 1969.
TUES 17	Scientist John Newhouse discovers existence of live pterodactyl in Ames, Iowa, gets carried away, 1966.
THURS 19	God and the Devil agree on a 60-40 split, 4516 B.C.
SAT 21	Opponents object to hitting strength of St. Louis ball team, claim the Cards are stacked against them, 1943.
MON 23	Beginning of Annual Jivaro Headhunters Clearance Sale. Fantastic Reductions!
WED 25	Christmas Day. On the First Noel, the angels did say, you'll be paying your bills from now until May
FRI 27	Fat women are often ignored because of the r bad breadth
SUN 29	Saran display collapses on Selma Yulvey, resulting in a wrap in the mouth, 1971.
TUES 31	Guy Lombardo invents New Year's Eve, 1898.

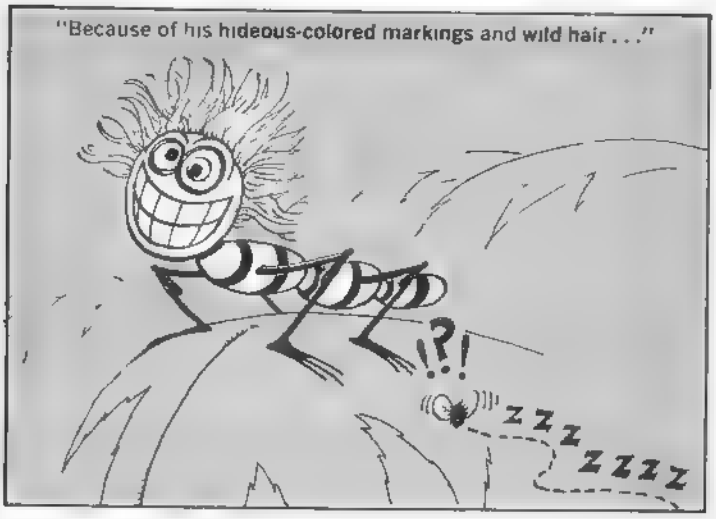
JANUARY

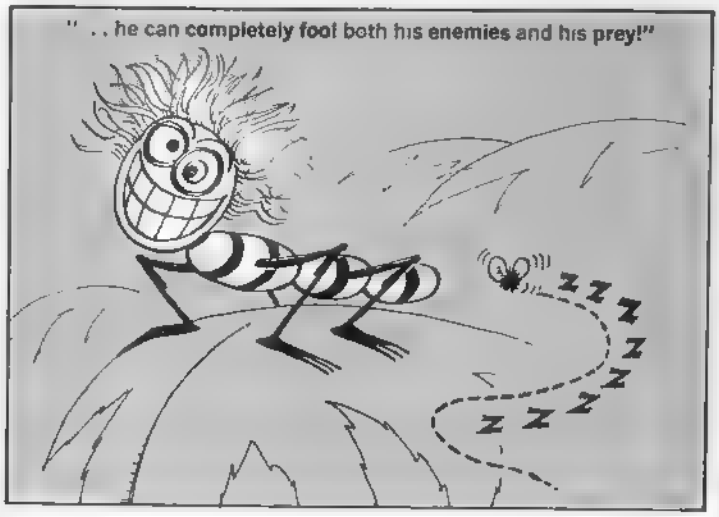
WED 1	The Bad News is: tomorrow MAD #173 goes on sale. The Good News is: this is the last Poor Alfred's Almanac.

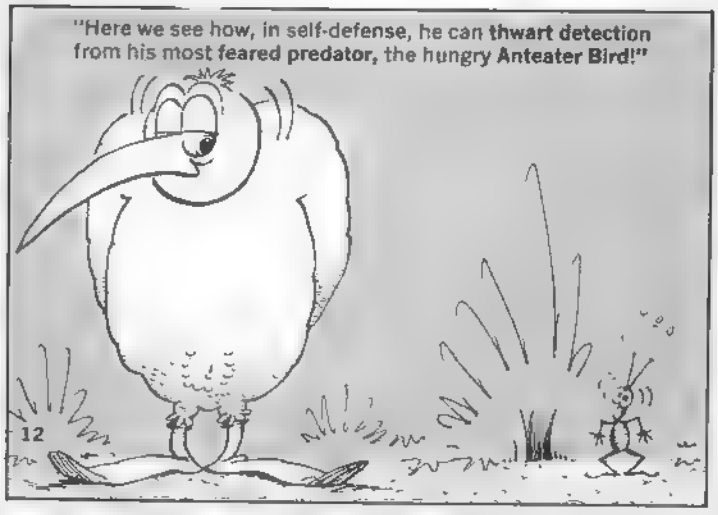
DON MARTIN'S NATU

Short Subject #14: Insect Mast



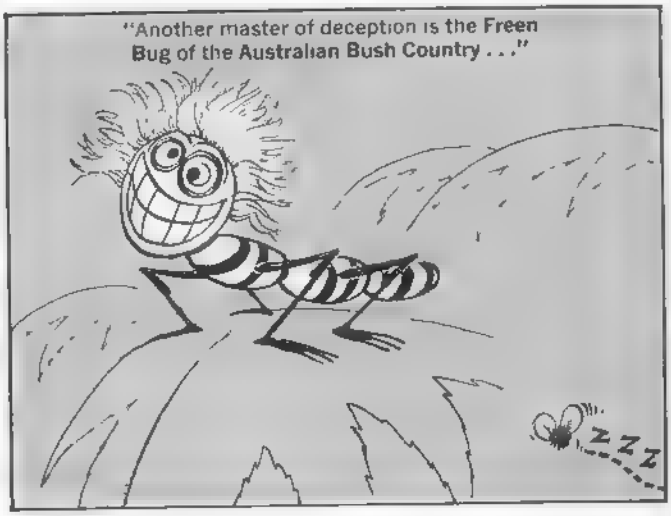


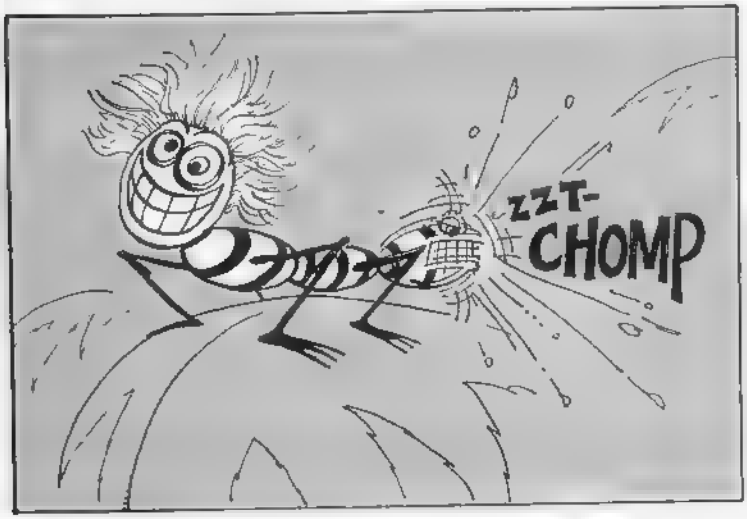


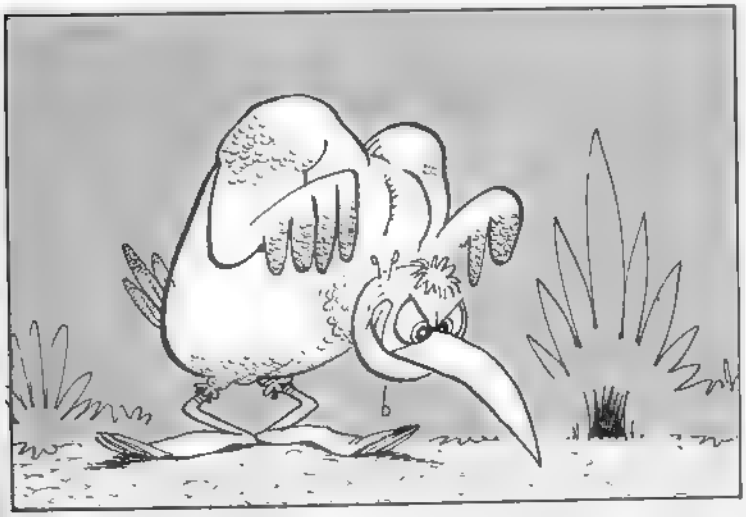


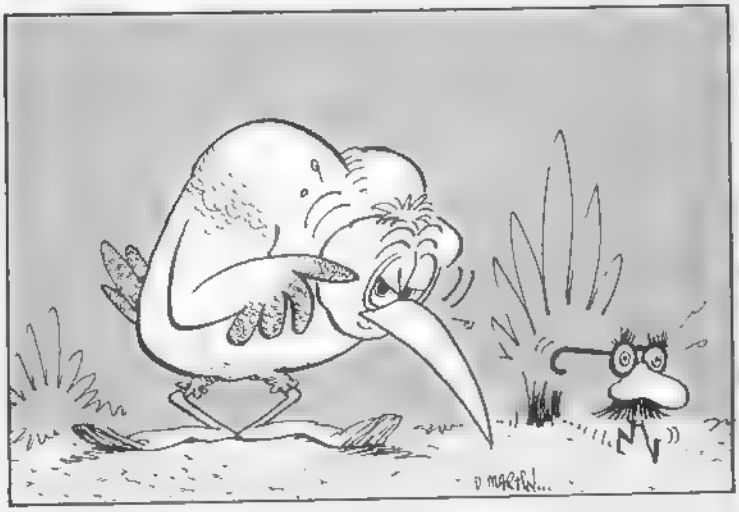
RAL HISTORY MOVIES

ers Of Camouflage And Illusion









HYSTERIA REPEATS ITSELF DEPT.

Once upon a time there was a wonderful period called "the good old days". The reason that the "good old days" are called "good" can be easily explained: The people didn't have to put up with the messed-up world of the present. But what if they had? How would it have changed the course of history? The progress of man? To find out, let us see just what possibly might have happened

IF THE WORLD FACED THE CO

WRITER: FRANK JACOBS

Betsy Ross Gives Up After Mob Burns Flag

PHILADELPHIA, July 3—Screaming youths, chanting anti-American slogans, stormed the home of Betsy Ross today and burned the flag she had been working on since the beginning of the American Revolution

"Land sakes, I don't know what the country's coming to," said Miss Ross, whose living room was strewn with charred bits of stars and stripes. "Just think of it," she said. "Eight months of sewing gone down the drain"

Miss Ross confirmed reports that she will soon move permanently to England

"As far as I'm concerned, we deserve to lose this revolution," she said. "I don't think much of King George, but at least he rules a country where there's still law and order and people act civilized."

Miss Ross after Mob had stormed her home.

PAUL REVERE STALLED BY TRAFFIC TIE-UPS

BOSTON, April 19—Traffic tie-ups between here and Lexington last night prevented Paul Revere from completing his ride to warn Revolution leaders to flee the attacking British.

As a result, both John Hancock and Samuel Adams have been captured and the Redcoats now control the entire area. Insiders fear the Revolution may now be lost

"I wanted to warn them," a disgusted Revere said today, "but the roads were still clogged with the rush-hour traffic heading from Boston to the suburbs. You'd think by midnight the highways would be clear."

Paul Revere after abortive ride attempt.

Power Failure Darkens Edison's Demonstration Of New Electric Light

NEW YORK, April 14—A power failure at Con Edison's main power plant, the third such failure this year, tonight prevented Thomas Edison from demonstrating his new, much discussed electric light.

The breakdown occurred as the noted inventor pulled the switch, which was supposed to light up several blocks in downtown Manhattan.

"What really bugs me," Edison said, "is that the utility that messed up my demonstration is named after me"

Edison has suffered a succession of failures with his inventions. America is still waiting for his phonograph, manufacture of which has been delayed by a strike of tone-arm workers. Distribution of his motion-picture camera has been delayed by the recent railroad slowdown.

"I may just chuck this whole inventing bit and become a farmer," Edison said, prior to his return to his workshop in Menlo Park, which may be closed in any case because of zoning law violations.

Smog Spoils Key's Attempts To Finish 'Star-Spangled Banner'

Low-lying smog continued to blanket the Maryland coastal area for the second straight week, ending Francis Scott Key's efforts to observe Fort McHenry and thus finish his "Star-Spangled Banner."

"Sure, I'd like to finish the song," Key said, "but I can't see if our flag is still there. Maybe it is. Maybe it isn't. I could wait here forever for the damn smog to lift. As far as I'm concerned, some other guy can write the stupid song."

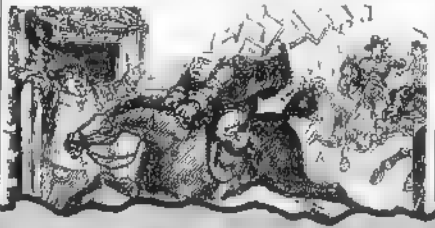
JUNK MAIL ENDS PONY EXPRESS

ST. JOSEPH, MO., Aug. 4—Blaming the recent increase in junk mail, riders for the Pony Express walked off the job today, ending mail service from here to the West Coast.

"We don't mind doing our a job," a spokesman for the riders stated, "but our horses just can't pull the load of discount catalogs, mutual fund brochures and the rest of the garbage that's being sent out to folks who don't want it."

Rider William F. Cody stated that during the past two months he was forced to shoot three of his horses after they collapsed beneath the weight of the overloaded pouches.

"It just don't make no sense," Cody said, "especially since half the folks out West can't read anyways."



OF YESTERDAY
NDITIONS OF TODAY

Wellington Blames "Stoned" Troops After Loss To Napoleon At Waterloo

PARIS, March 27—A defeated Duke of Wellington today blamed the drug problem for his overwhelming defeat by Napoleon Bonaparte at Waterloo.

"My men were stoned on smack, hash, grass, you name it," said the Duke, en route to a French prison camp. "Only about one-fourth of them were in condition to fight. The rest were turning on behind the lines. I ordered by officers to shoot any man who wouldn't fight, but most of them were zonked worse than the troops."

In London, the Prime Minister summoned Parliament to discuss the military disaster. Only ten members showed up, the rest being flipped out on speed. According to high governmental sources, the drug problem has ended all thoughts of a British Empire.

Wellington, with stoned officers and men.

CHARIOTS RECALLED BY FACTORY; NERO CANCELS RACES AT COLOSSEUM

ROME, July 10—A structural defect described as "axle warp" has prompted the Ajax Chariot Works to recall more than five thousand of its new model "Claudius" chariots. As a result, Emperor Nero has been forced to cancel Saturday's races, bringing disappointment to more than twenty thousand season ticket holders

The president of Ajax, Flavius Maximus, regretted the decision, but promised that the faulty axles would be repaired in time for next week's races at the Big C.

Nero, who is Rome's Number One chariot fan, has announced a spectacular new entertainment to replace the races. Highlight of the card will pit one hundred Christians against fifty starved, man-eating African lions.

"It's not that I have anything against lions," Nero said today, "even though it seems a bit unfair that they should be outnumbered by the Christians two to one."

Skyjacker Forces Lindbergh To Fly Airplane To Cuba

Charles Lindbergh's hopes of making the first trans-Atlantic crossing by plane were crushed today when a skyjacker forced him to fly to Cuba.

Roman Hidalgo, an out-of-work anarchist, sneaked aboard Lindbergh's plane, "The Spirit of St. Louis" shortly before take-off and forced the aviator at gunpoint to change course.

In Havana, Lindbergh, who has been nicknamed "Luckless Lindy," decried the recent outbreak of air piracy and disclosed that he would soon resume his career of stunt-flying at air shows and state fairs.

"Let someone else fly the Atlantic," he said. "I'm gonna stay where it's safe."

Pyramid Construction Halted

Cheops, most exalted Pharoah of Egypt, today suspended construction of the Great Pyramid after discovering that young vandals were defacing the foundation with graffiti.

"From now on," Cheops declared in a press conference, "every offender who is caught will have his right hand chopped off and his spray gun confiscated."

Angered Indians Wipe Out Plymouth Colony, Avenging Thanksgiving Day DDT Poisoning

PLYMOUTH, Nov. 27—The entire population of Plymouth Colony was massacred by Indians today following the first and only Thanksgiving Day dinner, in which more than half of the celebrants, many of them Indians, came down with food poisoning.

Turkeys containing excessive amounts of DDT were believed the major cause of the poisoning, which marred the holiday feast shared by the Pilgrims and Indians.

Indian leaders blamed the excessive use of pesticides by the colonists. Dangerous amounts also showed up in tests conducted on the corn and sweet potatoes served at the dinner. In addition, two squaws and a medicine man died from eating seafood containing mercury.

"White man louse up environment —white man die," stated a high ranking tribe member following the massacre

Franklin Leaves Philadelphia

PHILADELPHIA, Aug. 12—Benjamin Franklin plans to move from this city and retire from public life after being mugged last week while flying a kite outside his home.

"The streets just aren't safe any more," said the noted statesman, editor, inventor and phrase-maker. "I'm heading for the wilderness and taking my chances with the Indians."

Benjamin Franklin

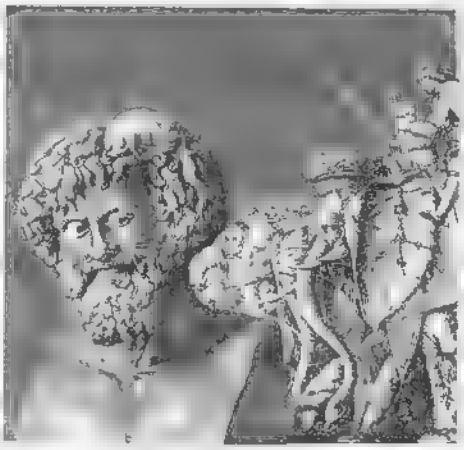
Hannibal Blames Computer Error for Alps Mix-Up

THE ALPS, Nov. 2—Hannibal called off his invasion of Rome today because of supply difficulties caused by a computer error in Carthage.

"I was supposed to receive food and supplies for 300 elephants," he said, "but something went haywire and I wound up with food and supplies for 300 hamsters."

As computer experts tried to correct the malfunction, Hannibal called for better quality control in the manufacture of bows and arrows.

"Weapon craftsmanship is becoming a lost art," he said. "A bow and arrow used to last an entire campaign. Today it's good for a couple of skirmishes, then falls apart. But what can you expect from a society that bases its economy on planned obsolescence?"



Hannibal with supplies for his 300 elephants.

Stanley Leaves Livingstone in Dispute Over House-Calls

LAKE TANGANYIKA, May 30—Henry M. Stanley, who found Dr. David Livingstone after a two-year search through tropical jungles, departed for London today, calling the doctor "a money-grubbing pill-pusher."

Stanley, who arrived for his meeting suffering from a feverish illness, declared that he was disappointed by the response to his greeting of "Dr. Livingstone, I presume."

According to Stanley, the doctor replied, "Take two aspirin, leave a specimen, and call me in a week if you're not feeling better. That will be fifteen dollars."

When Stanley's condition did not improve, he tried several times to seek Livingstone's aid. The doctor, however, refused to visit Stanley because he no longer makes house-calls.

"I tried to reach him for two weeks," Stanley said, "but all I got was his answering service, namely a native named Wamba."

Women's Liberation Threatens Camelot

CAMELOT, Jan. 14—The women's liberation movement is making a shambles out of King Arthur's Round Table, according to reports filtering out of the kingdom.

Acts of chivalry, in which knights protect maidens in distress, have become a thing of the past. At least half a dozen knights have been cursed and sneered at by maidens, who prefer to die rather than accept the help of a man. One knight, the famous Sir Lancelot, was severely bitten by a maiden when he tried to save her from three outlaws and a dragon.

It is reported that Arthur recently ordered his sorcerer, Merlin, to cast a spell to bring Camelot back to normal. Merlin, however, has been unable to help, his wife making him perform domestic duties around the house.

According to the ex-queen, Ms. Guinevere, most of the maidens now belong to the Camelot Organization of Women (COW), whose aims are equal rights, membership at the Round Table, and coeducational jousts.

Insiders say that Arthur will disband his kingdom if the women go through with their plans to attend next month's royal feast in armored slacks.

A. G. Bell Gives Up

Demonstration of Alexander Graham Bell's new invention, the telephone, has been postponed indefinitely, due to the inventor being unable to get a dial tone.

Columbus Discovers New World, Decides He Prefers Old One

GENOA, Feb. 3—Christopher Columbus returned here today and announced he was giving up all plans to explore the New World.

The disgruntled navigator revealed that during his voyages he lost the Santa Maria in an oil slick and that the New World beaches were littered with beer cans, paper plates and other garbage.

"We had hoped to find some fresh drinking water when we landed," Columbus stated, "but every river and stream was polluted with industrial wastes and detergents. My nose is still filled with the smell of dead fish floating on the filthy water."

Columbus renounced all hopes for personal glory.

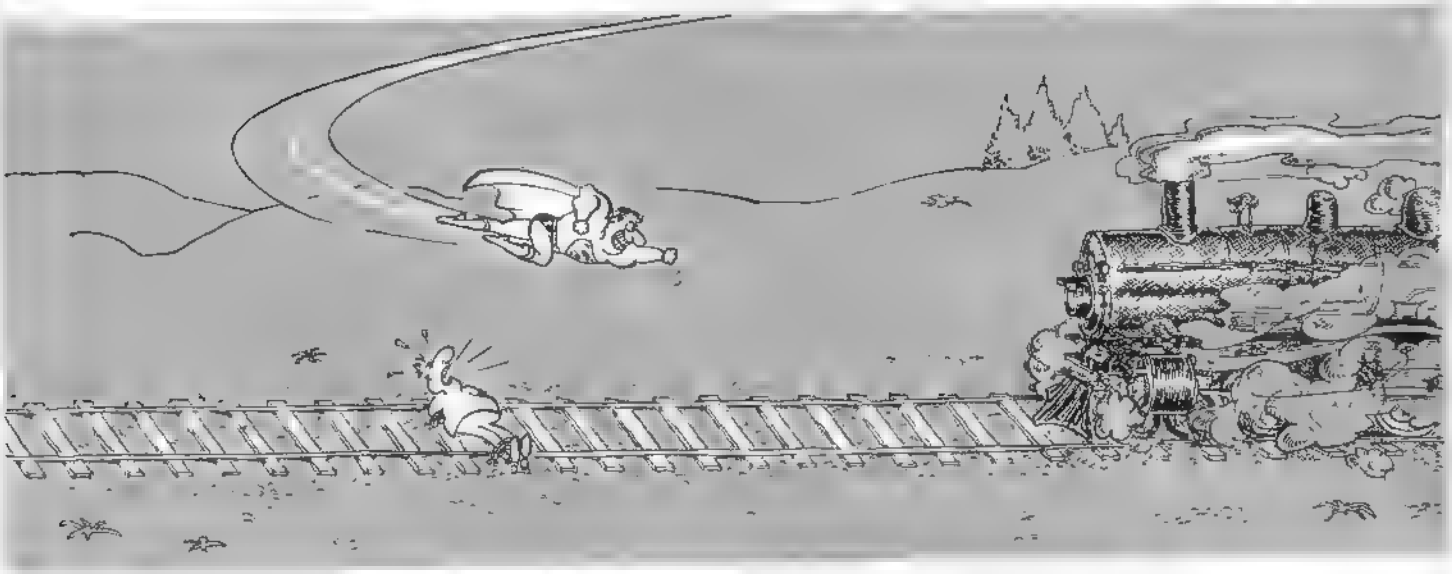
"Let Cortez or Balboa or one of those other *meshugginahs* sail the Atlantic," he said. "I'm staying here and opening a lasagna factory."

LIGHT BRIGADE REFUSES TO CHARGE AFTER PEACE RALLY

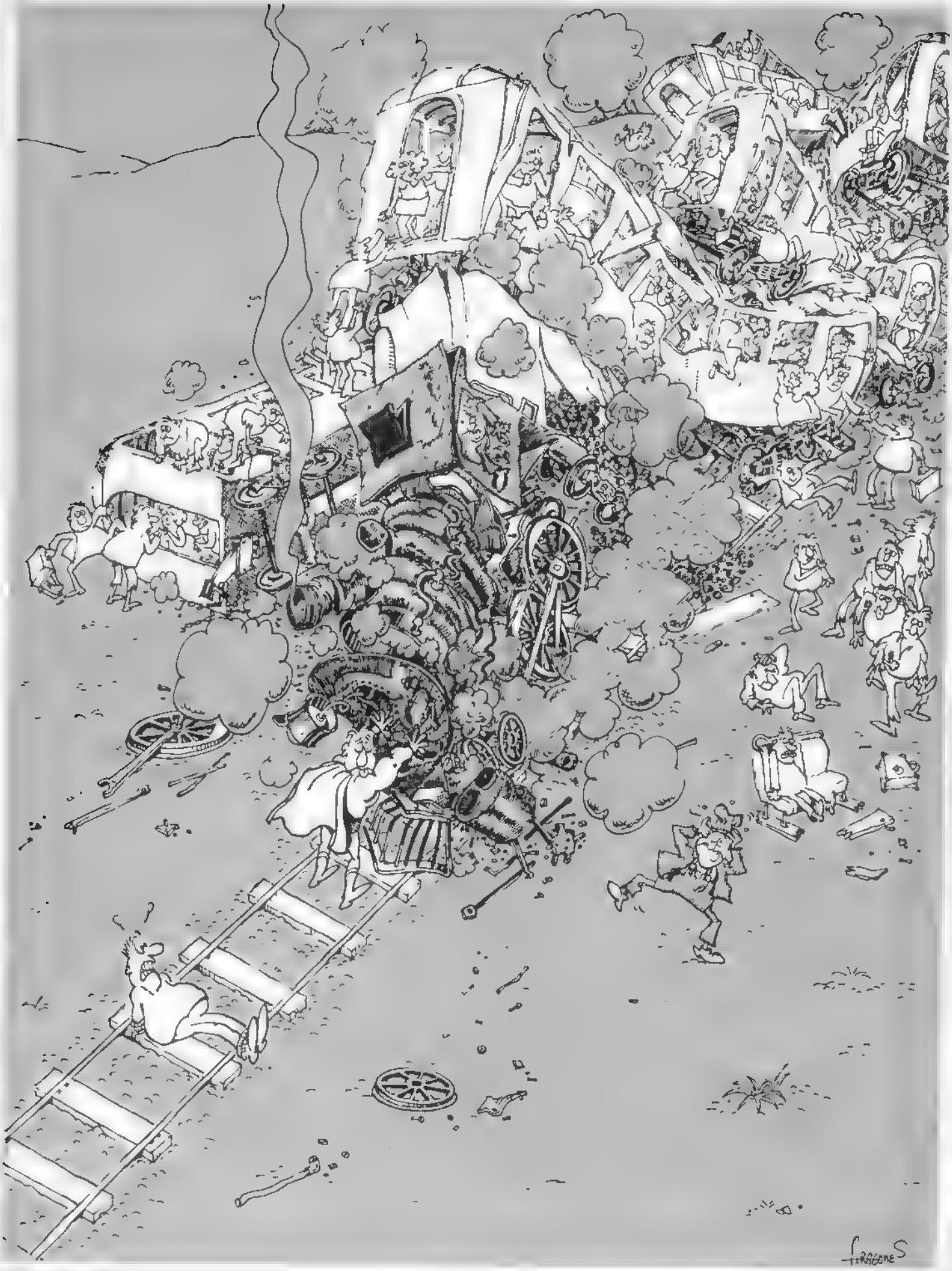
Chanting "Hell no, we won't go," 600 members of an English cavalry brigade refused to charge today, following an anti-Crimean War rally at Balaklava.

FROM "SUPER" TO NUTS DEPT.

MORE POWERFUL THAN A LOCOMOTIVE...

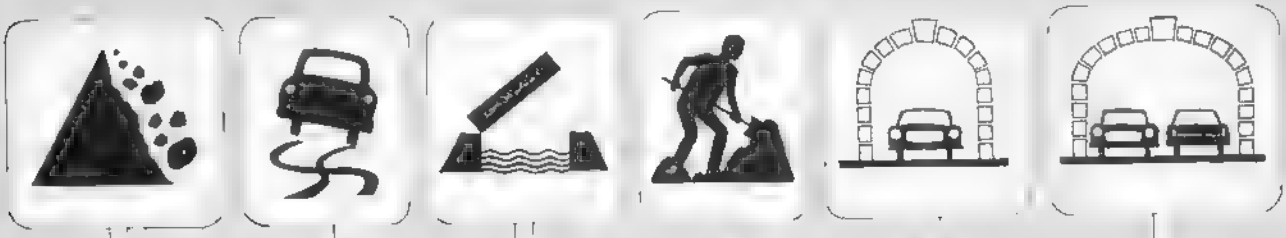


ARTIST & WRITER · SERGIO ARAGONES



THE SYMBOL TRUTH DEPT.

American tourists driving through foreign countries are familiar with these concise and informative "Picture Road Signs" which transmit their message without the motorist having to know the language·

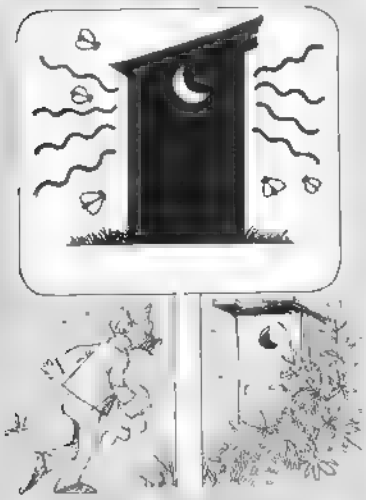


FALLING ROCK ZONE AHEAD | SLIPPERY ROAD AHEAD | DRAWBRIDGE AHEAD | ROAD WORK AHEAD | SINGLE LANE TUNNEL AHEAD | TWO-LANE TUNNEL AHEAD

Now that foreign tourists will be touring America, we feel it's only fair that they be afforded the same convenience. And... in addition to the road hazards they are used to... foreign visitors should be warned about *peculiarly American* road hazards. In fact, even *Americans* will benefit from these

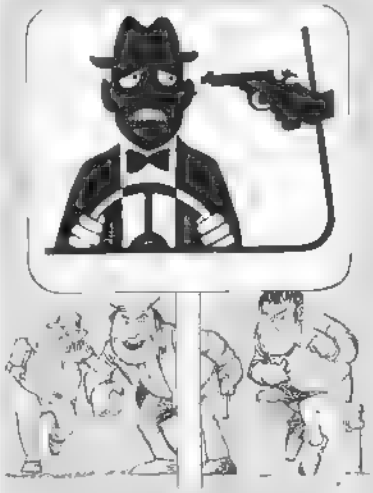
PICTURE ROAD SIGNS WE'D LIKE TO SEE

ARTIST: BOB CLARKE WRITERS: AL JAFFEE & FRANK JACOBS



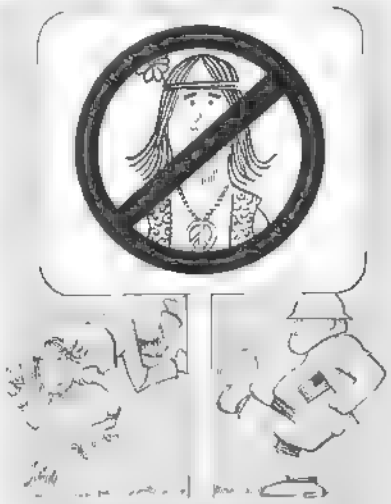
FILTHY REST AREA AHEAD

This neglected roadside rest area is garbage-cluttered and foul-smelling. Use in case of a dire emergency only!



HIGH CRIME AREA AHEAD

Watch out! Raise your windows, lock your doors and, if you're driving a convertible, put the top up—or else!

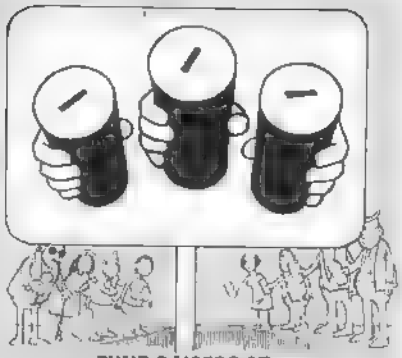


FREAKS UNWELCOME AHEAD

Long-haired, bearded, oddly dressed or other un-American-looking types should drive on through to avoid big trouble.

BORING HISTORICAL MARKER AHEAD

Shrines like "Barn Where Washington's Horse Was Gelded" may be great source of local pride, but $2.00 parking fee and loss of an hour's vacation time makes stopping here of dubious value.

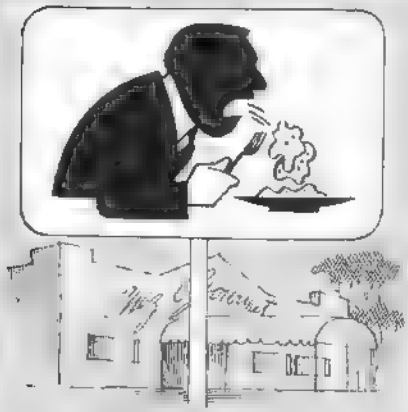


FUND-RAISERS AT STOPLIGHT AHEAD

The extra longlasting stoplight ahead has been adjusted so that flag-waving Veterans, Firemen, Little Leaguers, etc., can intimidate you into affirming your Americanism with a big donation.

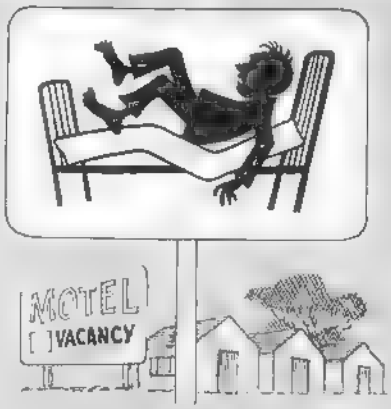
TOTALLY CLOSED ON SUNDAYS AND HOLIDAYS TOWN AHEAD

The town ahead observes all the Blue Laws ever written, which means no gas, food, shelter, toilet facilities or fun and diversion of any kind! And on Sundays and Holidays, it's even worse!



VILE RESTAURANT AHEAD

Motorist should not be misled by its quaint appearance or the "good food" signs. The Chef flunked out of the Mexican Army Cooks & Bakers School.

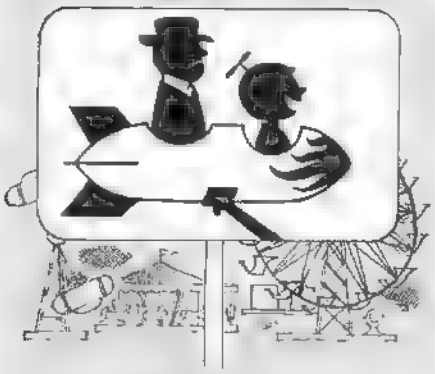


DISGUSTING MOTEL AHEAD

Keep looking! This dump is surrounded by a busy Throughway, a popular Truck Stop and an All-Night Rock Dance Club. The mattresses were installed in 1927.

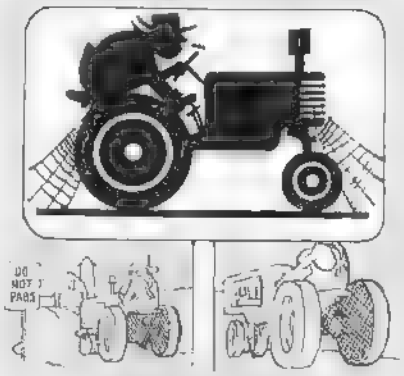
POTHOLES AHEAD

Unrepaired jagged road holes of every size can cause serious injury to car (not to mention occupants!) when hit at speeds of 4 miles an hour or more.



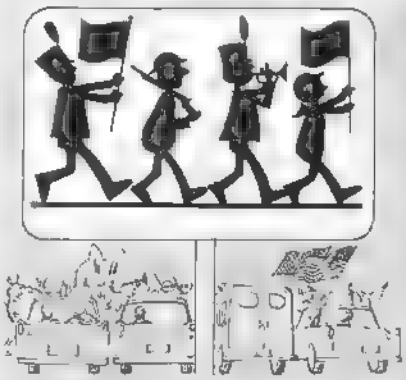
STUPID AND EXPENSIVE KIDDIE RIDES AHEAD

Motorist must distract kids in order to safely pass this road hazard. Toss some coins on back seat floor. It'll do job, and be cheaper than stopping.



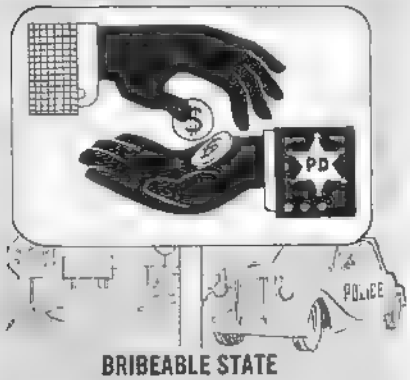
FARMERS ON SLOW TRACTORS AHEAD

Motorists should allow plenty of time for delays in this agricultural area, as Farmers are likely to pop out from anywhere in 3-miles-per-hour vehicles.



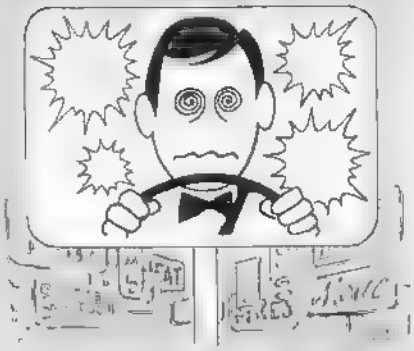
EVERY SUNDAY AND HOLIDAY PARADE ROUTE AHEAD

Every weird group from The American Legion to the Veterans of Watergate hold their annual parades on this route, causing interminable delays.



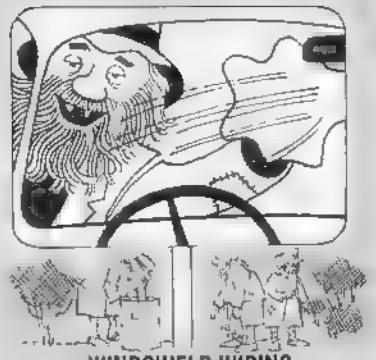
BRIBEABLE STATE TROOPER AHEAD

Now, there doesn't have to be any of that silly hinting by the Trooper and any of that time-wasting guessing by you. Just slip him a ten discreetly, and he'll forget about it—this time.



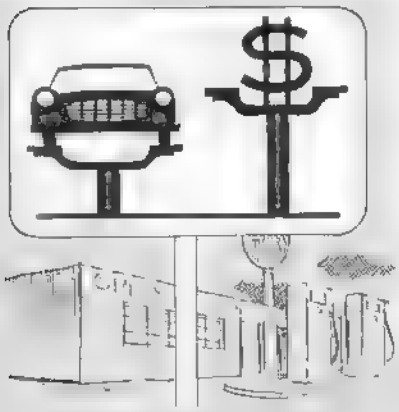
BLINDING NEON SIGNS AND STOREFRONT FLASHERS AHEAD

Somewhere up ahead in that mess is a traffic light which may take you ten minutes to find. By that time, more flashing lights (from a Police Car or Ambulance) may enter the scene also.



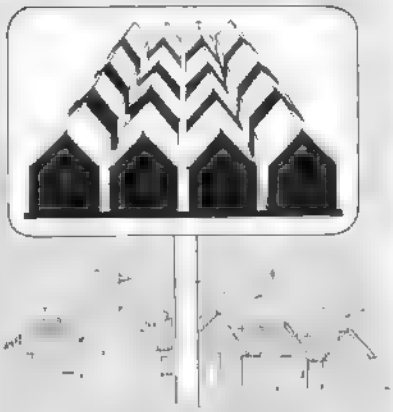
WINDSHIELD-WIPING BUMS AHEAD

Now entering Skid Row area where the derelicts will descend on your car at stoplights to scrounge booze money by wiping your windshield with greasy rags, thus destroying your visibility.



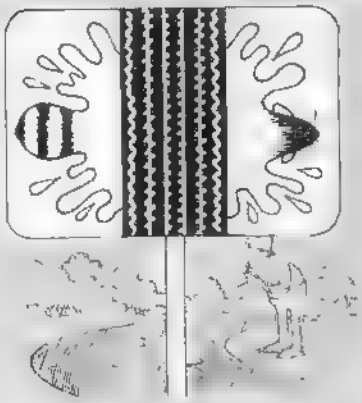
OVERCHARGING SERVICE STATION AHEAD

If you can somehow prod your sick car on past this place, you may get a fair shake at the garage a mile up the road.



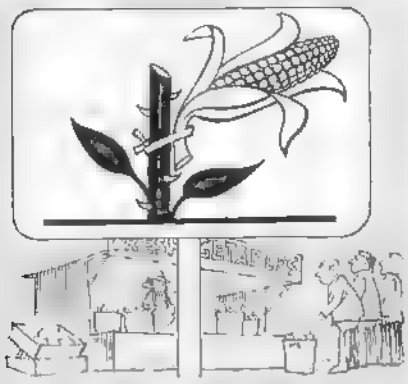
UGLY TRACT HOUSING DEVELOPMENT AHEAD

Danger of falling asleep at wheel from boredom of miles and miles of dull, monotonous look-alike houses.



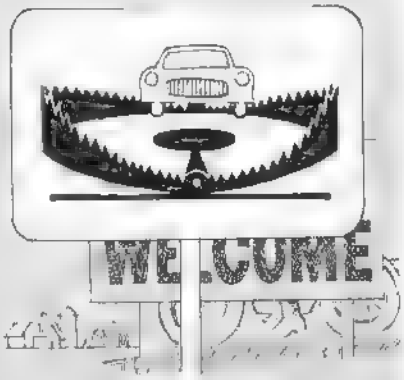
NAUSEATING RUN-OVER ANIMAL IN ROAD AHEAD

Squeemish drivers are warned to look away to avoid even more nauseating sight of vomit all over front seat.



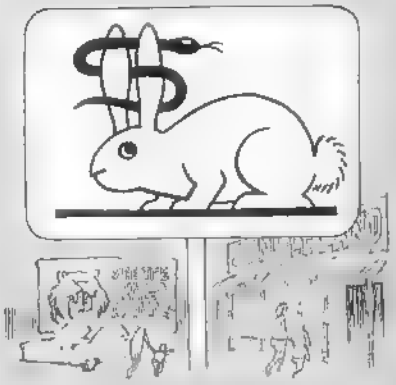
PHONY FARM STAND AHEAD

Usually located next to land whose major crop looks like rocks. Loaded with everything from avocados to zucchini, stuff all comes from the same place the Supermarkets get it.



SPEED TRAP AHEAD

The Chamber of Commerce sign ahead which cheerfully welcomes motorists, also affords excellent hiding place for police to catch speeders. Fines are primary source of town's income.



PHONY KIDDIE ZOO AHEAD

Despite misleading signs which imply that all kinds of exciting animals are there, the only things you'll find are rabbits, a turtle, a garter snake and two smelly old goats (one, the owner!).

. . . finding out that owning a puppy means—*yecch*—cleaning up after him.

. . . seeing the guy she's been going with since you broke up with her.

. . . discovering that you paid out more Income Tax than the President.

. . . going to an Alumni Reunion and learning that your former classmates are all making fortunes, and you're scratching out a living.

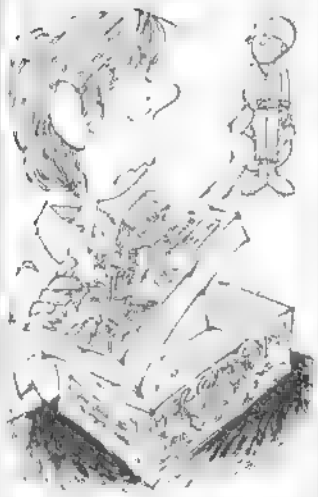
BUMMER CROP DEPT.

A DOW

ARTIST: PAUL COKER, JR.

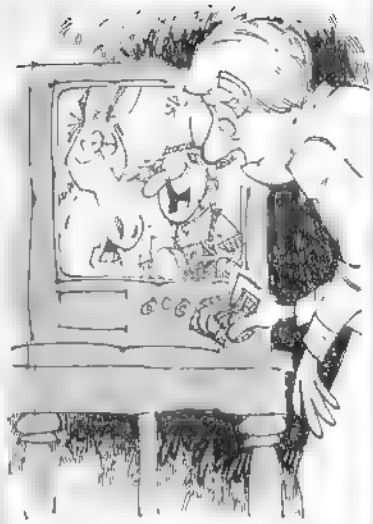
. . . seeing a movie star or TV celebrity that you love, off-camera, without make-up.

. . . going to a Summer Camp run by a big name athlete, and the only time he shows up all season is when the news photographers are there for publicity pictures.



. . . getting a TV-advertised "Action Toy" that turns out to be a plain plastic doll.

. . . when they take the braces off your teeth . . . and nobody notices.



. . . watching the TV show that replaced your favorite program.

. . . reading about the shape the country is in . . . and knowing you voted for Nixon.

NER IS

WRITER: LOU SILVERSTONE

. . . watching those delicious-looking beer commercials on TV for years, and then finally trying your first beer.

. . . telling your wife you've been promoted, and she tells you to take out the garbage.

. . . when you finally get your first hit of the season, and then you get picked off base.

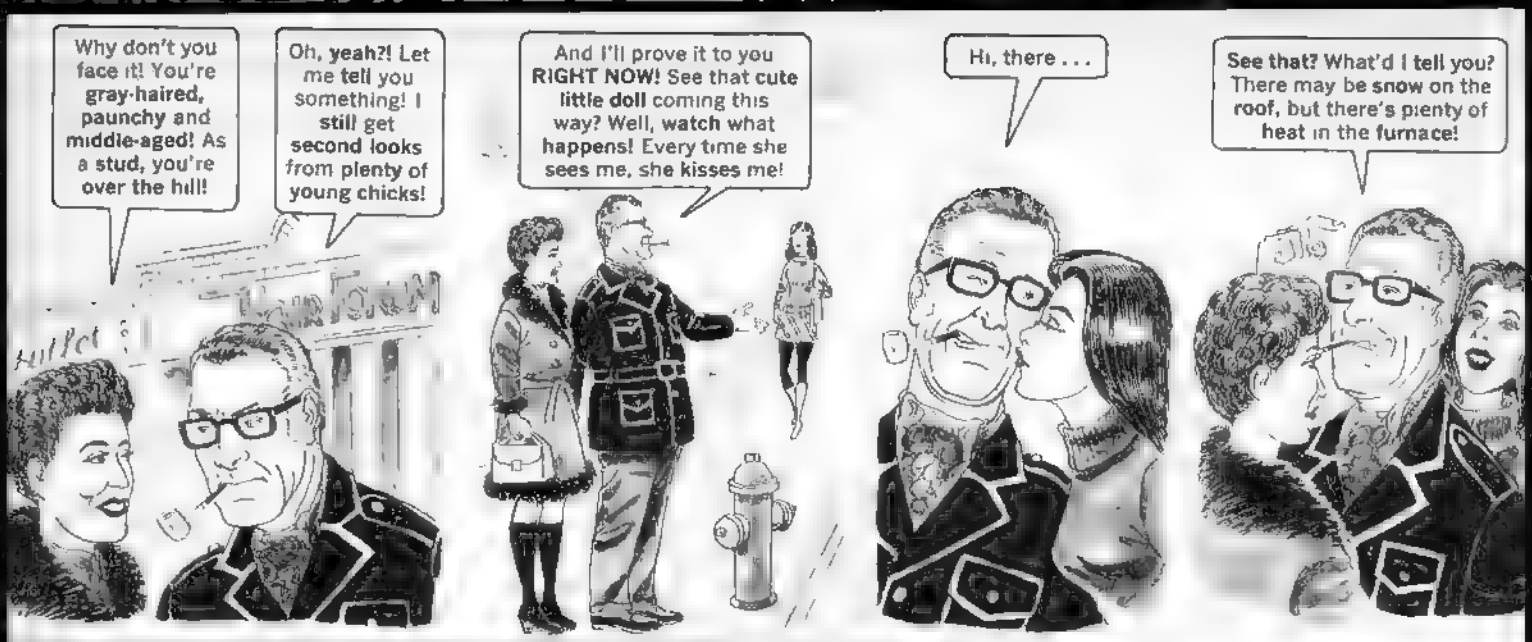
. . . getting good grades on your report card for a change, and your Father's only comment is, "That's what you're going to school for!"

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... STAYi

NG YOUNG

ARTIST & WRITER: DAVE BERG


Why don't you face it! You're gray-haired, paunchy and middle-aged! As a stud, you're over the hill!
Oh, yeah?! Let me tell you something! I still get second looks from plenty of young chicks!
And I'll prove it to you RIGHT NOW! See that cute little doll coming this way? Well, watch what happens! Every time she sees me, she kisses me!
Hi, there . . .
See that? What'd I tell you? There may be snow on the roof, but there's plenty of heat in the furnace!

I'm going downtown to the Hair Stylist!
AGAIN?! I swear, men are worse than women with this youth kick! And today, they don't even call them Barber Shops! They're Hair Stylists so they can charge suckers like you a small fortune!
I like being fussed over!
A lot of good it'll do! You're STILL a forty-nine-year-old has-been!
Oh, yeah?!? I'll have you know that since I started going to these places, beautiful young women want to hold my hand!
HA! Like WHO . . . ?
Like the Manicurists!!

REGINA!! Is it you?!? You look twenty years younger than the last time I saw you!!
I know! I had a face lift!
Wow! You must feel wonderful!
To tell you the truth, I don't!
I can't believe that!
Believe it! When I pass a mirror, the face says "Younger!"
But when I climb stairs, the body doesn't agree!!

But it's the snow on the roof that GETS me! It— it reminds me of my dear old GRANDFATHER!
Hey!! NOW, I recognize you! Weren't you clean-shaven— and didn't you wear a crew cut a couple of years ago?
That's right!
So why did you raise a full beard . . . and let your hair grow down to your shoulders?
I wanted to look YOUNGER!!
Do you know what a lot of middle-aged old fogies are doing? Going back to college!
I know! I got a couple of 'em in my classes!
They think they can recapture their lost youth! It's ridiculous!
They try to act like kids, but they don't know how to do it!
Yeah! They make fools of themselves!
They STUDY!!
HAROLD! COME QUICK! THE DOG IS FIGHTING WITH A RAT OR SOMETHING!
WHAT rat?!?
That's my HAIR PIECE . . . and he's ruined it!
RRR
Oh, my . . . that was a horrifying experience!
I'LL say!!
I just lost TEN YEARS off my life!

When you reached your **ninth birthday**, you began to **panic** because it meant that you had to try out for **Little League** . . . and you were afraid that you **wouldn't make it!**

When you reached your **tenth birthday**, again you began to **panic** because it meant you had to learn the **New Math** . . . and you were afraid you **couldn't do it!**

Now that you're reaching your **ELEVENTH** birthday, I notice that you're **very calm** about it! Where's the **panic?** What made you **change?**

I decided to GROW OLD GRACEFULLY!

What should I be **today?** One of the **Beautiful People** in the **commercials** . . . with the **"dry look"?**

Or an **Athletic Type** . . . a little **sun-bleached** and **tousled**, but still **well-groomed?**

Or perhaps a **Man Of The World** . . . with just a **dignified touch of gray!**

I can't make up my mind!

If only you dummies could talk!

Really, Mom!! Ever since you turned **forty**, you've been on a **"Youth Jag"!**

Plastic surgery, health spas, dieting, hair color and all kinds of **crackpot rejuvenation medications!** Don't you think you're being a little **ridiculous?**

Not at all! People are living **longer** today! Which means I'm going to be **OLD** for a **LONG TIME!** It's going to affect my **business** and **social** life! So I figured, if **I HAVE** to be old . . .

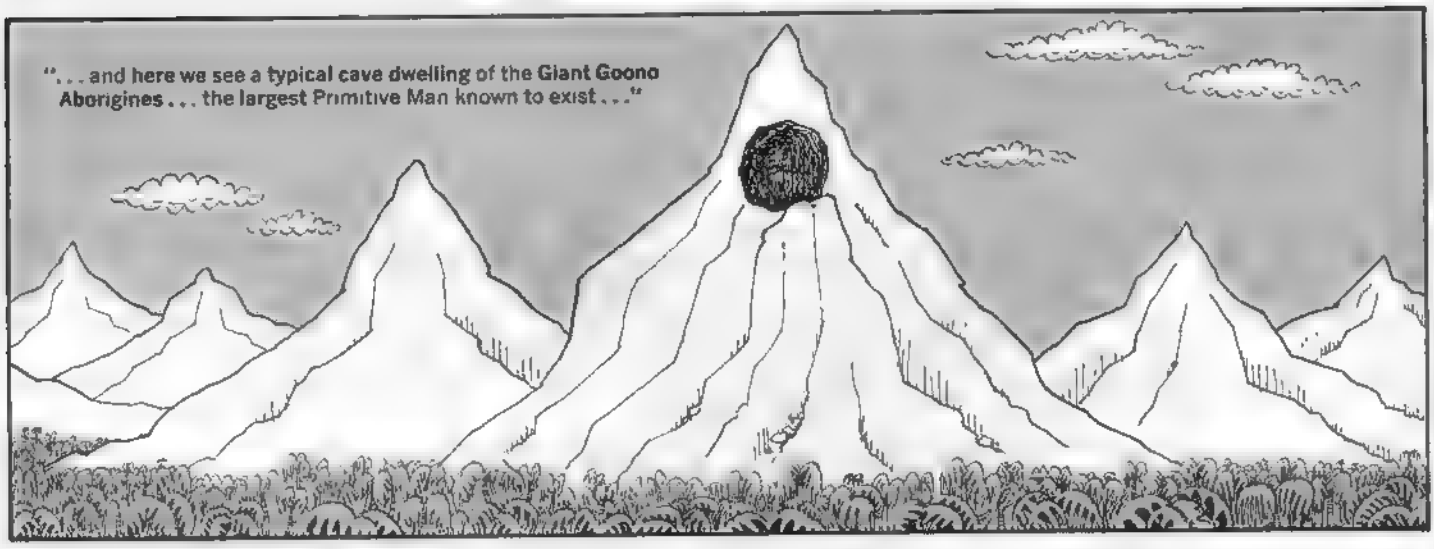
. . I might as well be old as a **young-looking person!!**

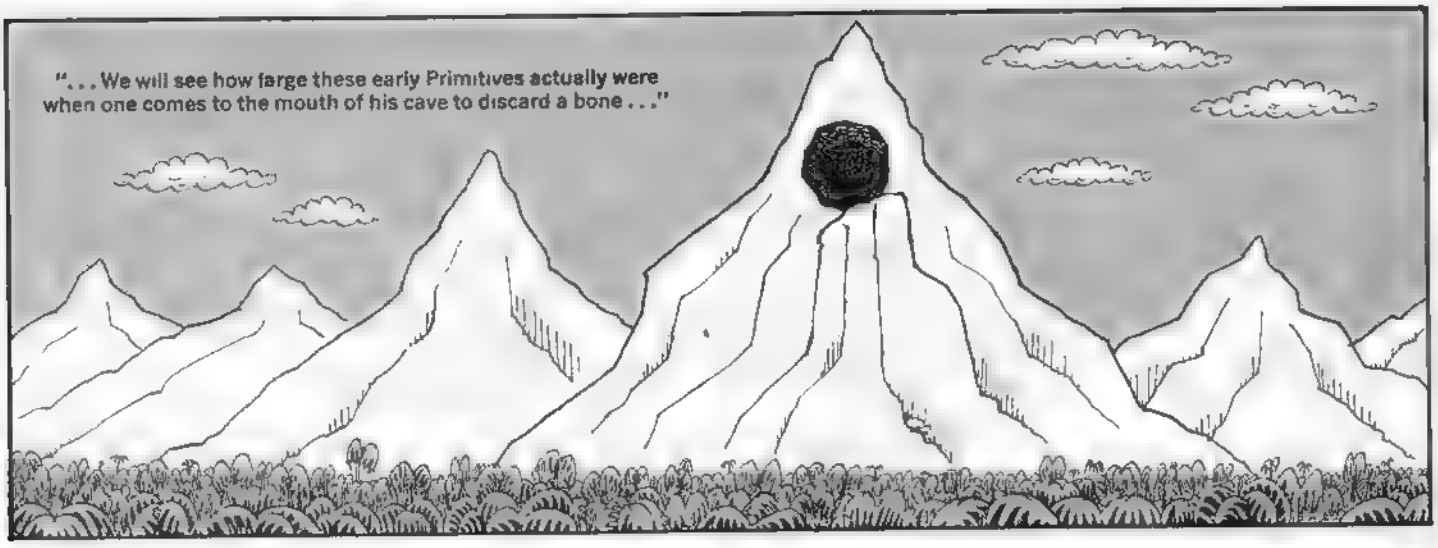
David Berg

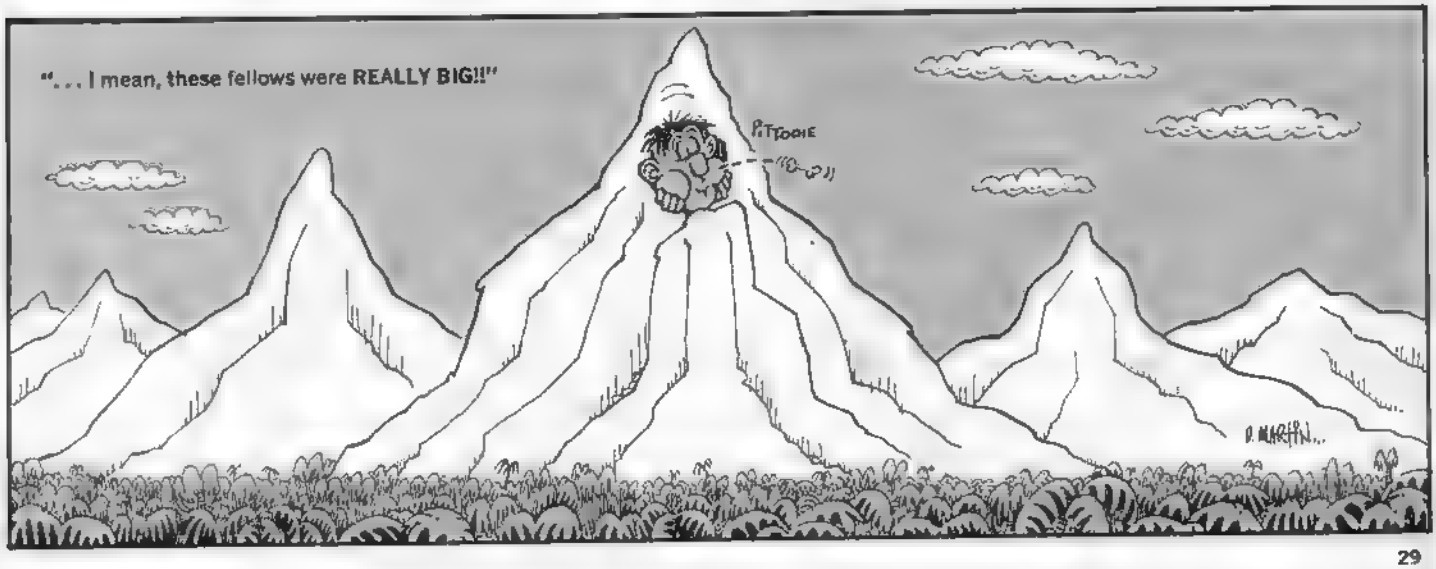
DON MARTIN DEPT. PART II

DON MARTIN'S NATURAL HISTORY MOVIES

Short Subject #27: The Goono Aborigines





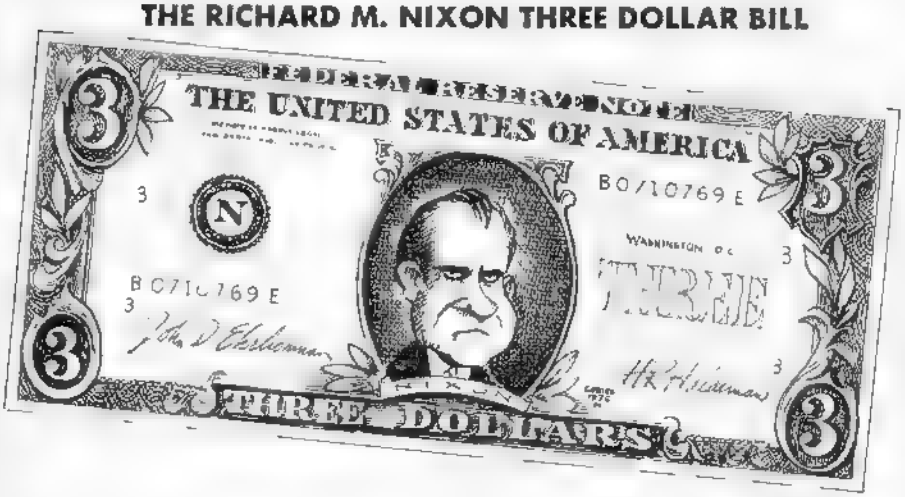


LET'S MAKE IT PERFECTLY CLEAR DEPT.

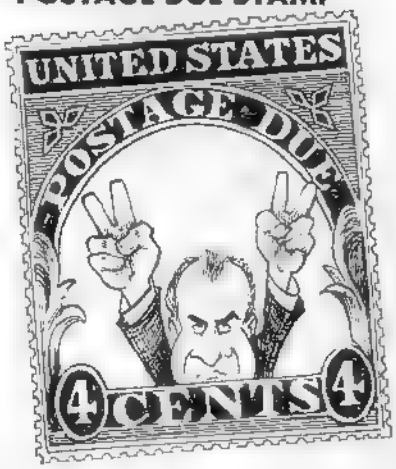
After a President leaves office, there are always Commemoratives created in his honor. The Government issues items with his likeness, edifices are erected or re-

COMMEMORATIVES T

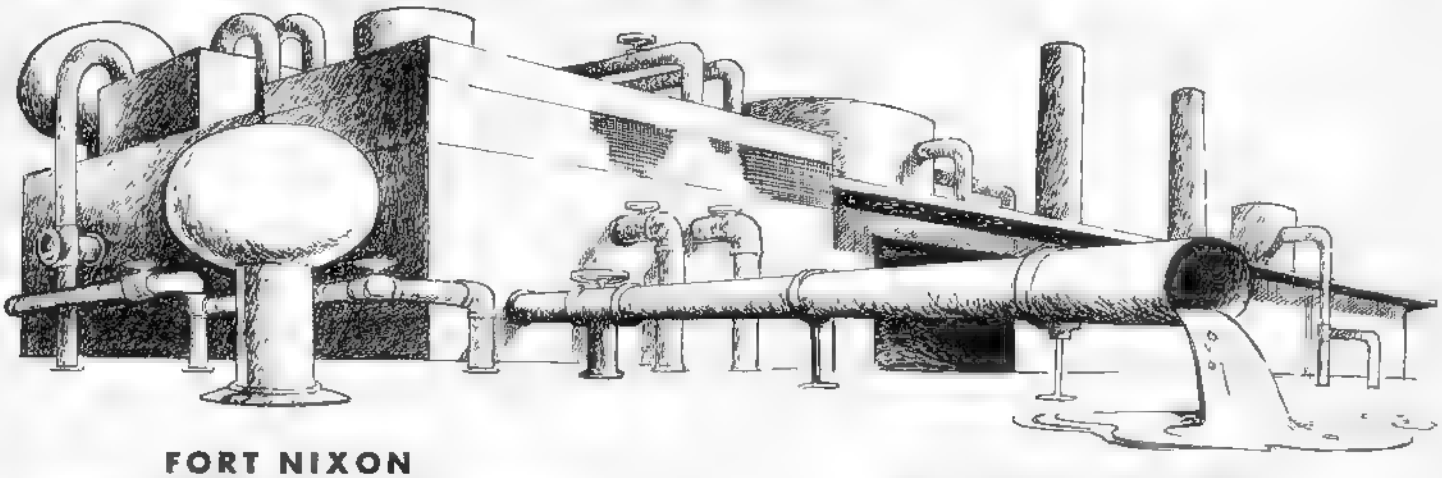
THE RICHARD M. NIXON THREE DOLLAR BILL



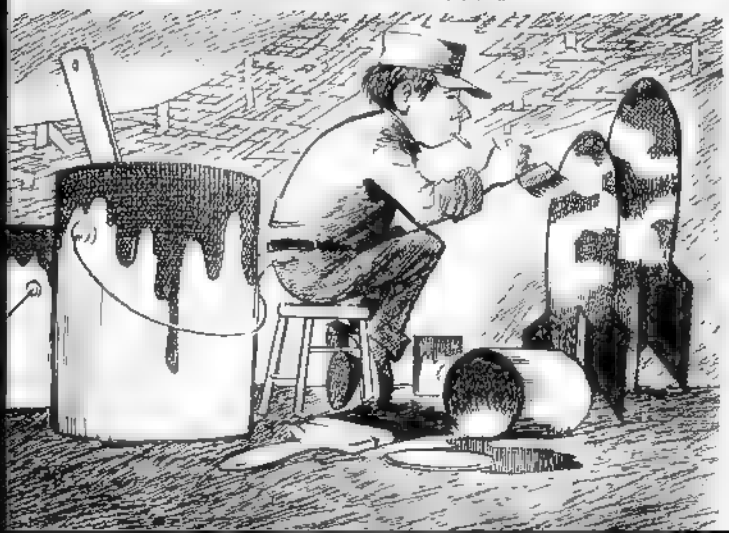
THE RICHARD M. NIXON POSTAGE DUE STAMP



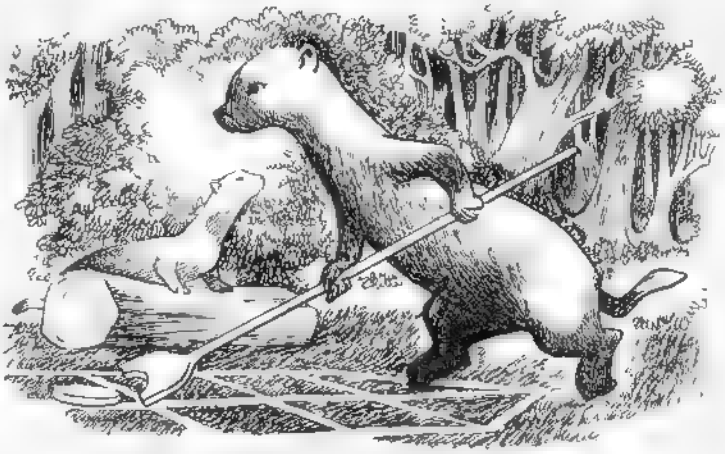
THE RICHARD M. NIXON FEDERAL SEWERAGE TREATMENT PLANT



FORT NIXON CAMOUFLAGE CENTER



THE RICHARD M. NIXON NATIONAL WEASEL REFUGE

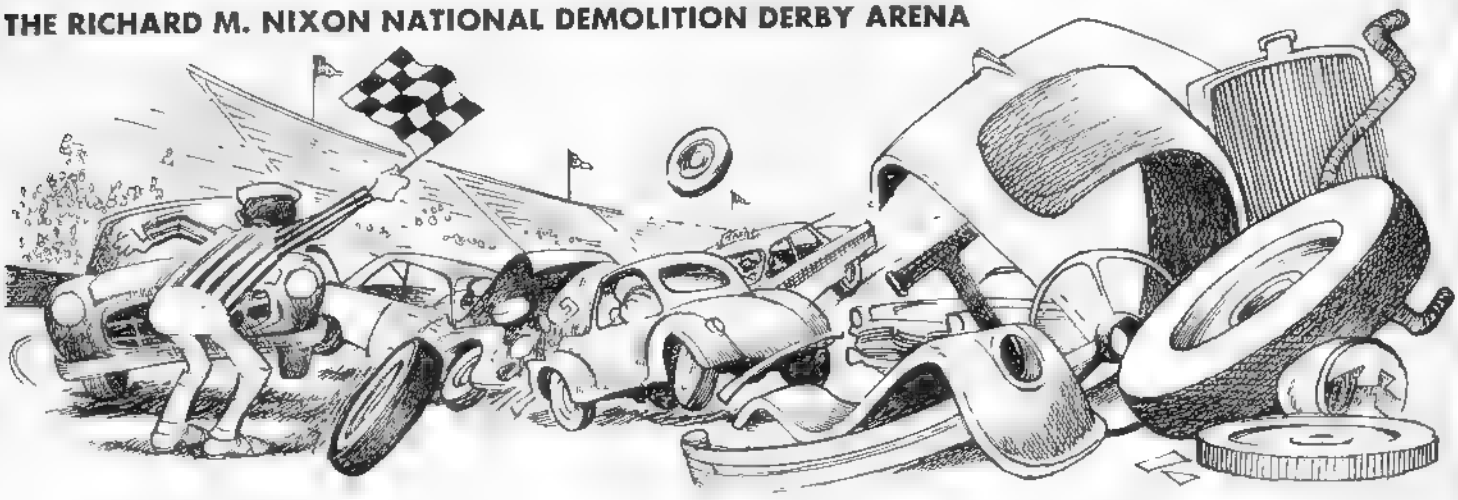


named, areas are dedicated to him, and stuff like that. Well, with the problems that plagued the past administration in Washington, we'd like to suggest these...

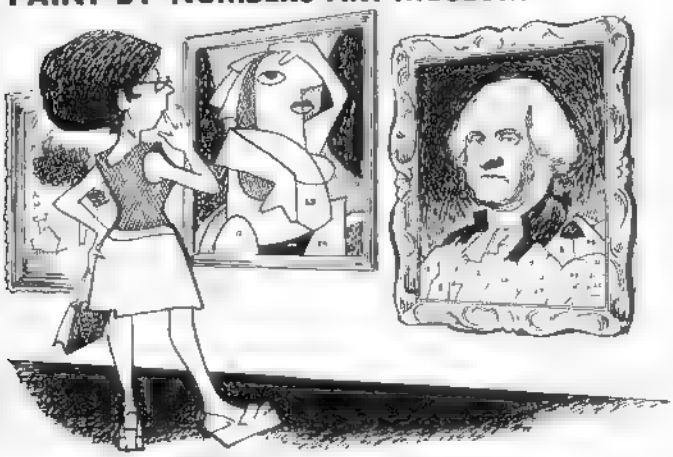
O PRESIDENT NIXON

ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO

THE RICHARD M. NIXON NATIONAL DEMOLITION DERBY ARENA



THE RICHARD M. NIXON PAINT-BY-NUMBERS ART MUSEUM



THE RICHARD NIXON FAULT (Formerly The San Andreas Fault)

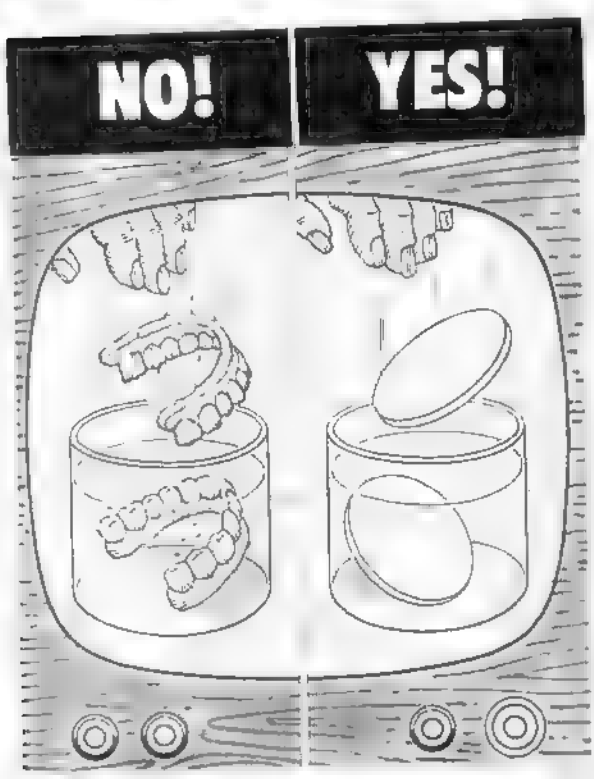
THE RICHARD M. NIXON ANNUAL CHECKERS TOURNAMENT

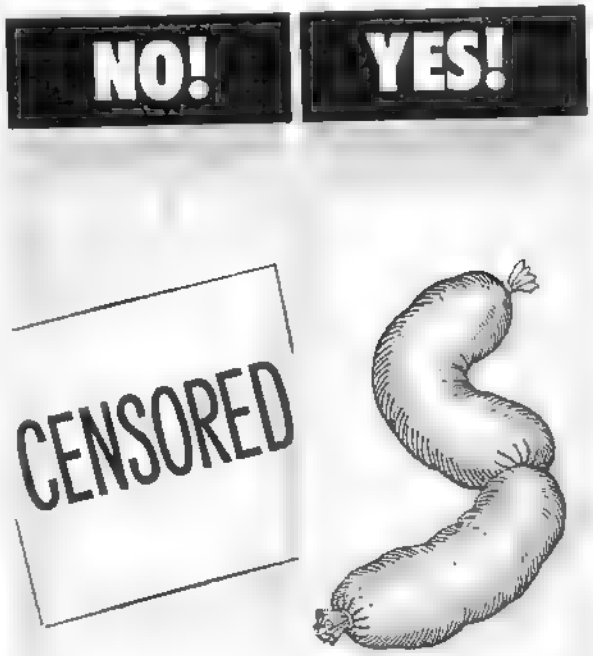
THE RICHARD M. NIXON NATIONAL SWAMP

OUT, DAMNED SPOT! DEPT.

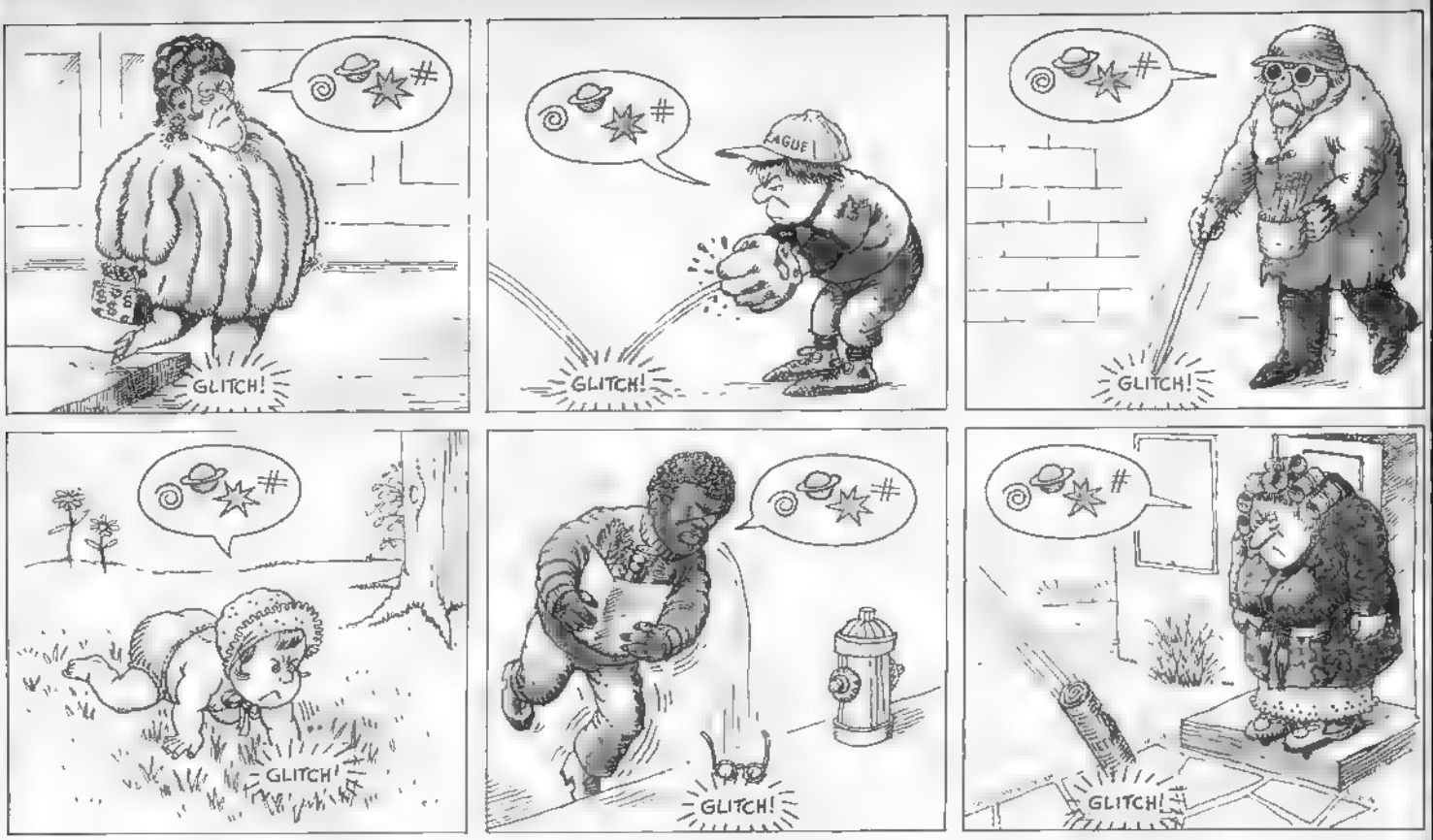
AN EDITORIAL NOTE ABOUT THE FOLLOWING ARTICLE!

Doing an article like this gives MAD a big problem, as scenes above will attest. What is that problem? Is it that the Policeman is arresting the lesser culprit? Is it that the real culprit is getting away scot-free? No, the big problem is- How to **illustrate** an article solving "Doggie-Do Problems" without making MAD readers **sick** for a **week!**





TV to the rescue! Ever notice how TV Commercials handle unpleasant subjects? Like when they substitute nice clean plastic discs for **cruddy false teeth?** Well, MAD is going to substitute nice clean **link sausages** for (Yecch!)—**you know what!** So if you see anything **else** depicted in this next article, don't blame us for your disgusting imagination!

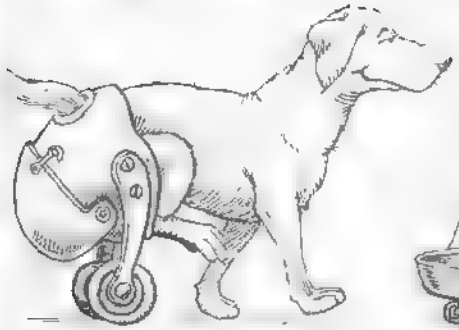


What do all the people above have in common? They live in a Big City! And you've all heard how Big Cities are going to the dogs! Well, it's true! With the increased crime, more and more City Dwellers are taking big dogs into their tiny apartments and homes. And this is cruel and inhumane, considering the lack of running, jumping and scampering space in a Big City... not for the dogs, but for the people who are trying to avoid what these hounds are dropping all over the place! So, before our Big Cities all turn into gigantic dog toilets, we at MAD now offer...

MAD SOLUTIONS TO BIG CITY DOGGIE-DO PROBLEMS

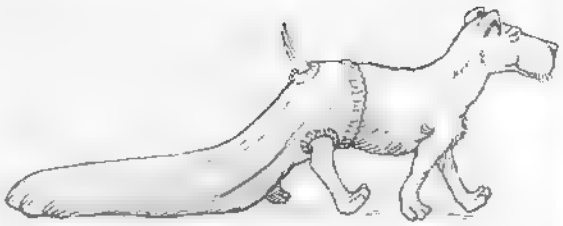
ARTIST & WRITER: AL JAFFEE

MOBILE REAR COVER



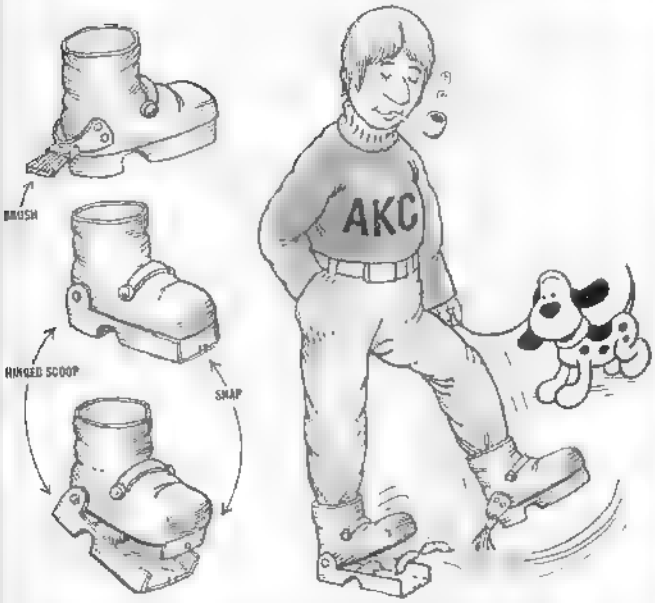
PORTABLE POOP CART

SNAP-ON TAIL BAG



All of the above "Self-Service Devices" serve the same function, are easy and convenient to use, and permit dogs to roam freely while protecting the enviroment. In each case, disposable plastic liner is removed and discarded.

BRUSH-AND-SCOOP BOOTS

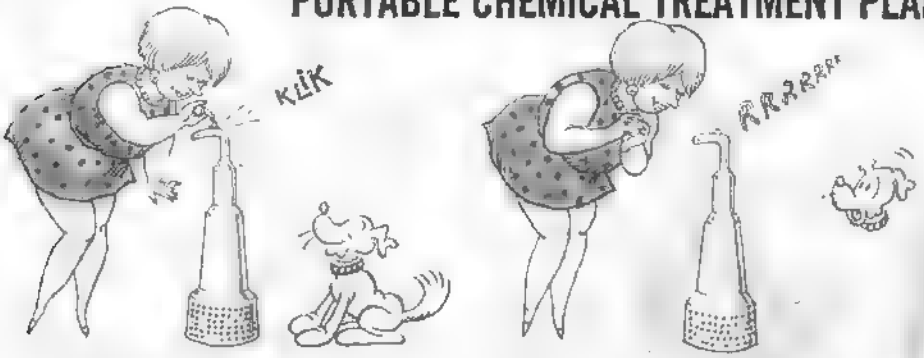


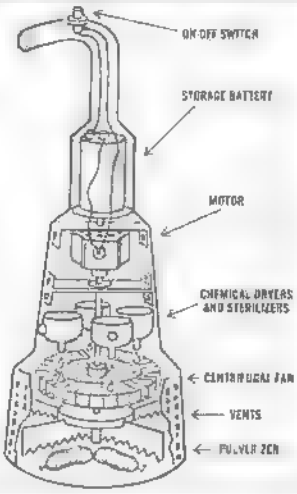
One boot has brush in back, other boot has hinged scoop with snap. Deft lift of hinged boot opens scoop, while brush neatly tosses "sausages" into scoop, which clicks safely shut by stamping down hard . . . but not too hard!

PUPPY PAMPERS

This diaper-like item is similar to the popular ones used by modern Mothers on their infants...and are just as easy to put on, remove and dispose of after puppy has used it.

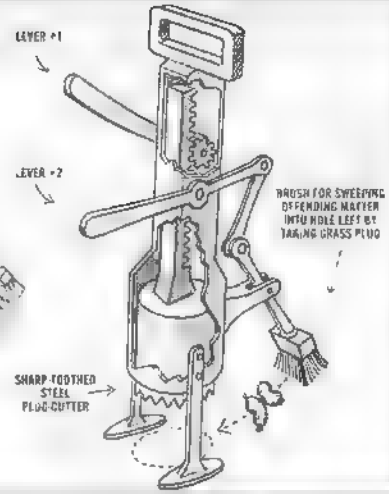
PORTABLE CHEMICAL TREATMENT PLANT





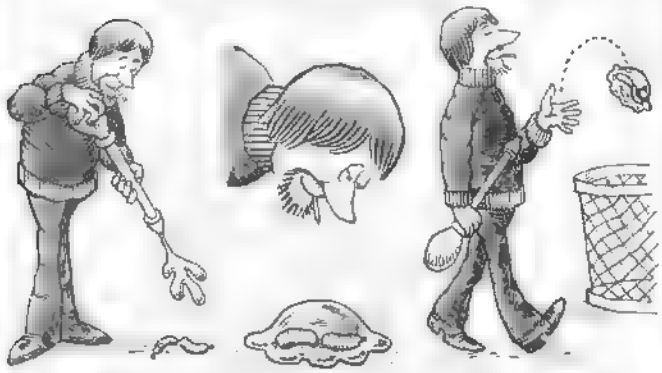
This completely self-contained Chemical Treatment Plant converts the offending matter into harmless inoffensive chemical components, then hurls it into the air as dust, where it falls to earth as fertilizer.

LAWN PLUGGER AND BURIER

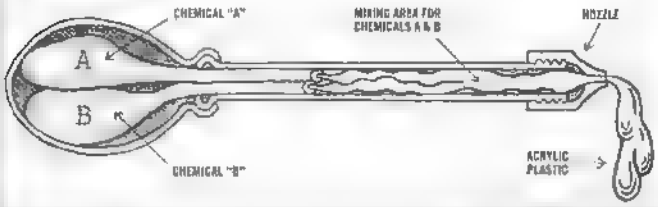


This ingenious device is perfect for dog-owners and/or victims with lawns. Placed next to offending matter and lowering Lever #1 causes toothed-cylinder to cut and take plug from lawn. Next, pushing Lever #2 causes brush to sweep offending matter into plug hole. And finally, raising Lever #1 sharply replaces grass plug neatly and cleanly back into lawn.

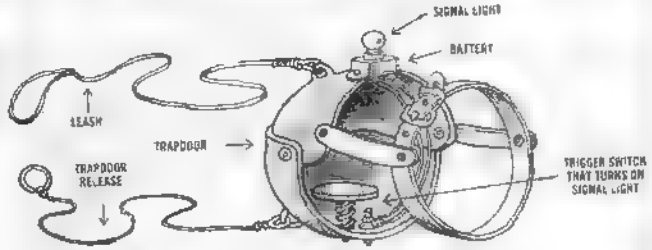
ACRYLIC PLASTIC SQUIRT GUN

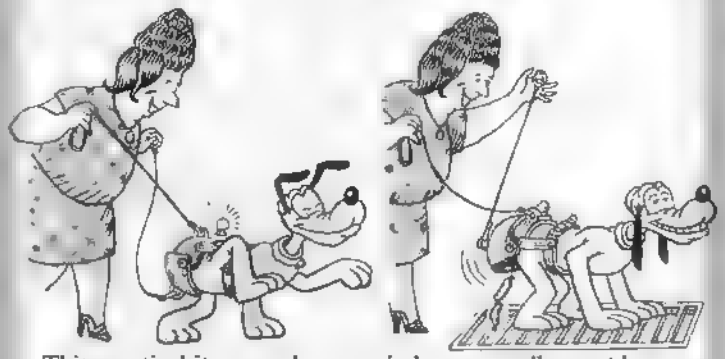


When bulb is squeezed, two chemicals are forced to mix and squirt from nozzle, covering offending matter. In minutes, mixture sets, freezing sausages (snicker) inside the hard acrylic plastic blob, which can now be picked up easily and disposed of, or kept and given away as novel paperweight.



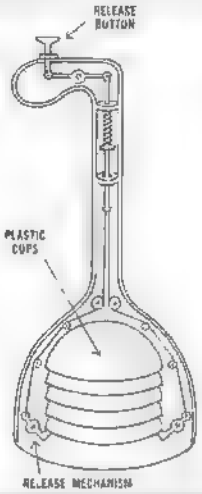
TRAPDOOR STORAGE CONTAINER





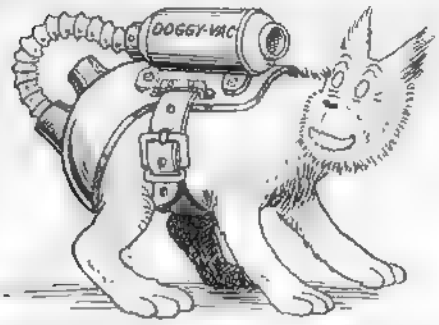
This practical item can be worn indoors as well as outdoors. Switch inside container is activated by slightest pressure, causing signal light to go on. It is then a simple matter to drag the dog's rear end over to an acceptable dumping place, pull the trapdoor release and dispose of the offensive stuff.

PLASTIC CAP DISPENSER



This device is as simple to use as A-B-C. When spotting offending matter, merely place dispenser end over it, (B) press release button in handle, and (C) remove device. A hard plastic cup is left to protect the unwary stroller.

SELF-CONTAINED BACK-PACK-VAC



This battery-driven vacuum not only takes care of offending matter, but neatly wraps it in removable disposable vac-bags. It is particularly useful for letting dog out by himself, and not having to worry about neighbors' lawns, sidewalks, etc.

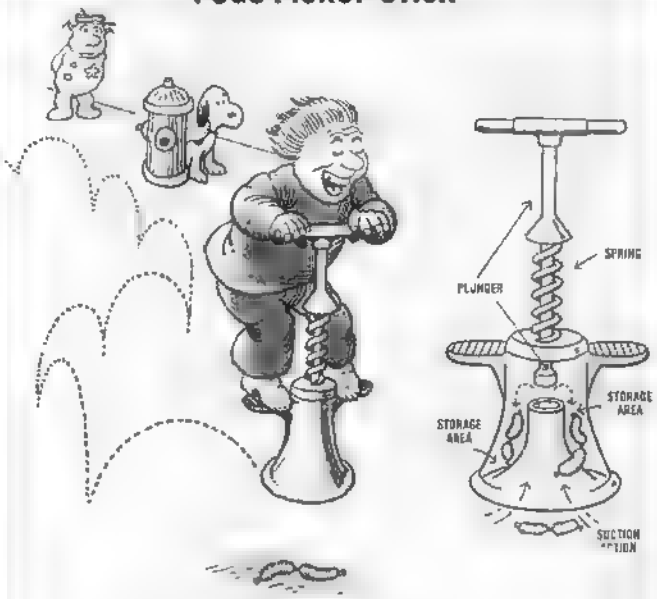
DROP-THRU GRATING

Grates placed around favorite doggie depositories permit offending matter to drop down into chemical pools where it is deodorized and dissolved. In heavy dog population areas, entire sidewalks could be constructed like this.

PUSH TOY SCOOP

Makes public sanitation a "fun thing" for youngsters while removing an ugly problem from the streets at the same time.

POGO PICKUP STICK



Here's another combination device affording both utility and pleasure. By hopping around those City streets which suffer a heavy dog infestation, user enjoys healthy fun while performing a much-needed clean-up. Suction pump in Pogo Stick picks up and stores stuff for later disposal.

GIFT BOX PICKUP AND DISPOSAL

This devilishly clever device performs three functions at one time. By quickly gift-wrapping offensive material, it makes streets look better immediately. Then, sooner or later, when someone thinks he's found a valuable item, it gets stuff off the streets entirely. And last, it teaches finder a moral lesson, mainly: *you get nothing for nothing!*

SLITICK 'EM UP! DEPT.

If you live in a big city . . . or a small town, for that matter . . . the odds are that sooner or later you're gonna be mugged! So, as a public service, MAD offers these lines of dialogue calculated to

BLUFF THAT MUGGER!

ARTIST: BRUCE DAY WRITER: E. NELSON BRIDWELL

SYMBOL EXPLANATION DEPT.

PICT
ROAD S
FOR EVERYDAY

ARTIST: JACK RICKARD

"IMMEDIATE SERVICE . . . OR NO TIP!!"

"GET A HAIRCUT!"

"NO RAISE!"

"YOUR CIGAR STINKS!"

"NOT TONIGHT! I'VE GOT A HEADACHE!"

URE
SIGNS
SITUATIONS

WRITER: PAUL PETER PORGES

"DON'T TRY ANYTHING! I'M A KARATE EXPERT!"

"ASK YOUR MOTHER!"

"NO COMMENT!"

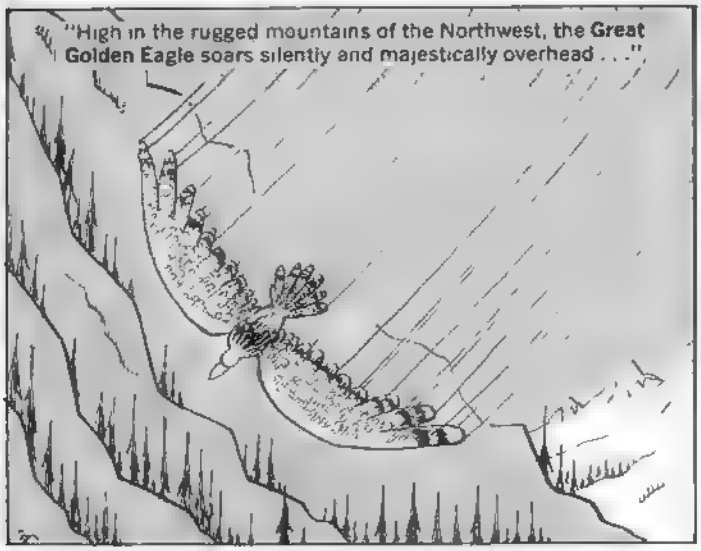
"BLACK COFFEE ONLY!"

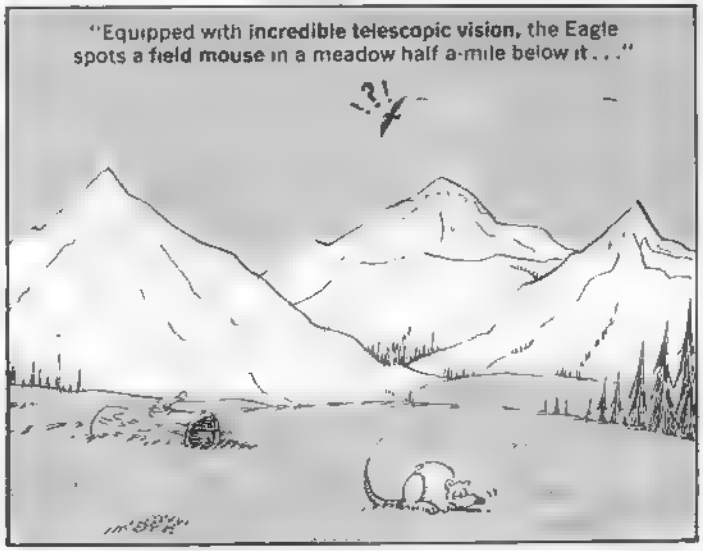
"DON'T BUG ME!"

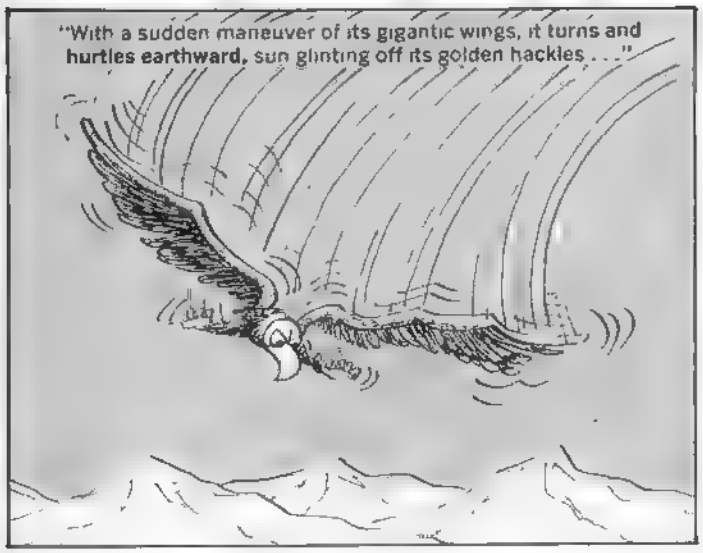
DON MARTIN DEPT. PART III

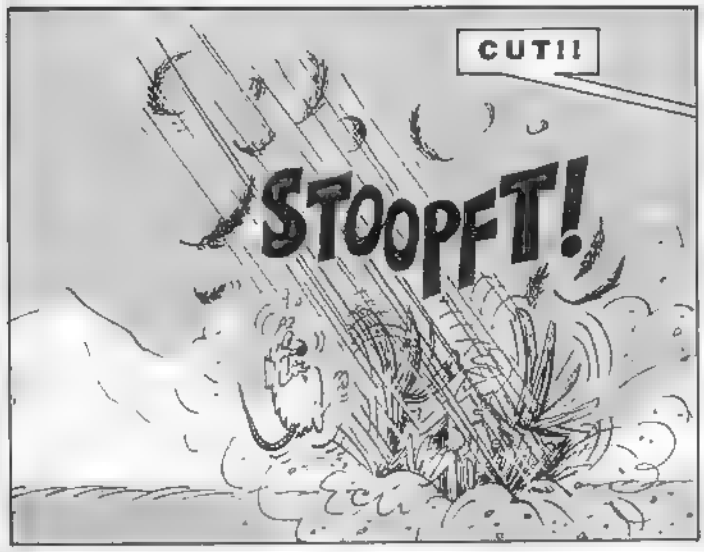
DON MARTIN'S NATURAL HISTORY MOVIES

Short Subject #39: The Great Golden Eagle







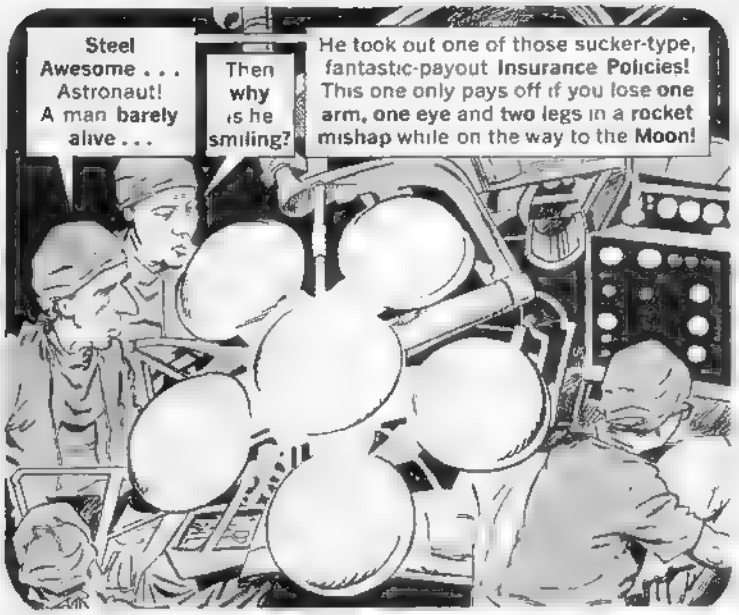


THE SUM OF THE PARTS DEPT.

Like, there's this cool new TV series, right? And, like, it's all about America's fantastic new Super Weapon . . . a Bionic dude, right? Well, this so-called Super Weapon is nothing but a rip-off of taxpayers' bread . . . as you'll dig when this MAD version shows all of you cats exactly what you got for . . .

THE SIX MILLION DOLLARS, MAN!

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE



TONIGHT'S EPISODE: "THE SIX MILLION DOLLARS, MAN . . . MEETS THE TEN MILLION RUBLE WOMAN"

Steel, we've got an **EMERGENCY** on our hands! You'll have to finish your tennis game later!

What happened, Roscoe? Did one of our **B-36's** accidentally lose an **A-bomb** over the **Himalayas** . and you want me to recover it?

No . . . this isn't any routine job like that! This is a **Top Priority Assignment!** The **President** somehow dropped **46 tapes** down the **John** in his **Oval Room Office** . . . and now the White House is being **flooded!**

Why not call **The Roto-Rooter Man?**

We **can't!** Those tapes are **highly classified material,** and Roto-Rooter Men don't have the proper **security clearance** to handle Top Secret stuff! Besides, the President has an aversion to **Plumbers** these days!

Holy cow! I thought **Billy Jean** had a tough serve . but this guy is **UNREAL!**

MEANWHILE...SOMEWHERE BEHIND THE IRON CURTAIN...

The **Americans** were first with the **A-bomb,** first with a man on the **Moon,** and first to invent the **spray deodorant!** but now, it's our turn .

What have **OUR** scientists come up with a **ROLL-ON deodorant?**

No, Dummy! That's our top scientist, Verner Von Ton! He's finishing the first **Bionic Man!**

I wish he wasn't **German!** I just **don't** trust him!

But, Herr General! **You** are German!

Well? Who should know **better** than another **German?**

Welcome to **Operation Eastworld,** Gentlemen! Soon the Third Reich—I mean—the **Russian People** will have the first **Bionic Man. . .!**

I have the strangest feeling **that I've seen** all this **before!**

You have! It was in a film the **Americans** sent us as part of the **Cultural Exchange Program!**

I've **done** it! I've created the **first Bionic Monster!**

I always **knew** the Americans captured the **SMART** Germans! **We** got a bunch of **dingalings!** Send them to **Siberia!**

More bad news, Comrade

NOW what happened? Did our **Basketball Team** defect to the **ABA?**

No . the **Americans** have **perfected a Bionic Man!**

When did our spies make this discovery?

What spies?!? I read it in **Jack Anderson's column!**

We must **capture** the **scientist** who **created** their Bionic Man as soon as our spies learn his **identity!**

According to **Anderson,** it was **Dr. Balsawood!**

Hmmm! I think we should **do away** with our **spies** and **hire Jack Anderson!**

MEANWHILE, BACK IN THE U.S.A. . . .

I'm **worried,** Doctor! I mean, I always liked **GIRLS!** But **now!** Well . . .

Don't be ashamed of your **emotions!** Some of our **best people** have finally come out of their closets! Let it all **hang out** Colonel! You'll feel a whole lot **better!**

You got me **all wrong! I STILL** dig girls! But I think I'm falling in **love** with my **electric coffee pot!**

Hmm! I take it your **Mother** had an **electric coffee pot,** and you **associate coffee pots** with **her!** You've got **troubles,** Colonel! You're in **love** with your **Mother!**

But my **Mother** always made **INSTANT coffee!**

Well, let's talk **more** about it **next** week!

So long, Doc! **Hey!** That's a cute **air conditioner** you've got there . . !

Hmm! I must look up and see what **Freud** says about **Electric Appliance Freaks!**

Hey! What are you **doing** . . . looking through my **secret files?!?**

I'm **Senator Cesspool** . . . Chairman of the Senate Committee to Eliminate **Waste** in **Government!**

And from what I've **seen** of your files, I sure am in the **right place!** Listen to this: Paperclips, **$35.00!** Scotch Tape, **$25.00** . . . Don't you realize that's **Taxpayers' money** you're spending?! And **this** item—

One Bionic Man . . . six million dollars!

SIX MILLION DOLLARS?!?

WHAT in blazes is a **BIONIC MAN,** Mr. Brassman?

He's **Colonel Steel Awesome!** He was **injured** in a **rocket mishap!** Blue Cross only paid the **first $2000** . . . so we picked up the **rest** of his Hospital Bill!

Hmph! I **know** Medical Costs are **HIGH,** but **this** is ridiculous!

Colonel Awesome **isn't** your every-day run-of-the-mill **Astronaut,** Senator! He's a **new, improved** model! Watch these **films,** and see for **yourself!** He can run **60-miles-an-hour,** and **that's** just in **slow motion!**

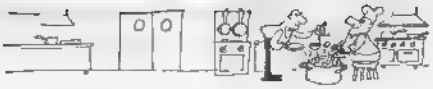
Maybe you can **sell him** to the **WFL** and get your **money** back!

THAT'S a big deal!! Seven million dollars for a **MARK SPITZ** . . **without a mustache!!**

Steel is **faster** than Spitz! And he can **ACT** almost as well!

See? He possesses **tremendous strength!**

Terrific! I have a **$4.95 JACK** in my **car** that can do the **same thing!** You're in **big trouble,** Mr. Brassman, unless you can come up with a **good reason** for spending all that money!

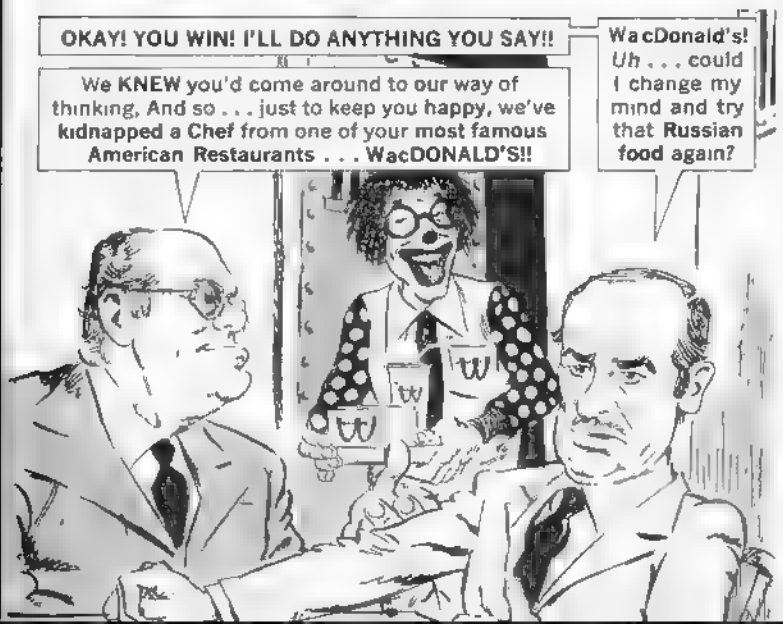


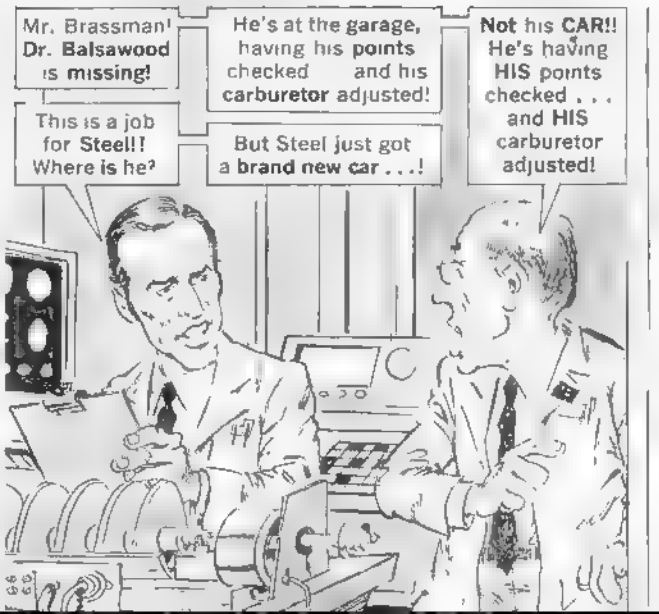
Sir, we have **information** that leads us to believe the **Russians** are working on their **own Bionic Man!**

The **RUSSIANS?!?** By God . . that's a **good enough reason** for **me!** We can't let them **Commie rats** get **ahead** of us in the all-important **BIRONIC RACE!**

That's **BIONIC** Race, Sir!

Mr. Brassman, you spend as **much** as you **want** on that Bionic Man! Just do me a **favor!** Cut down on the **paperclips** and **Scotch Tape** a little bit, huh! We—er—must **protect** the **Taxpayers!**





Doctor Balsawood's been kidnapped, Steel! Pack your toothbrush, your razor, and your bionic screwdriver! we're going behind the Iron Curtain!
You're coming, too?
Of course! The Doctor was one of my best friends!
It could be a trap! You might get killed!
On second thought, you better go on alone! There's no sense in having our entire Department wiped out!
We're counting on you, Steel!
Don't worry! I won't let you down! Hang in there, buddy!
I sure wish you'd stop with those friendly taps! I think you just fractured my jaw again!
GATE
What's wrong? Is he carrying any weapons?
can't find any! But, look! He busted the metal detector!
I eat a lot of vitamins with iron!
Welcome aboard! Would you like anything to drink, Sir . . .
I have an STP on the rocks!
I'm afraid we don't have STP!
Okay! Then could you bring me a glass of jet plane fuel, straight?!
What's the movie on this flight?
"Westworld"!
Great! It's my favorite movie! I've seen it 79 times!!
EXXON
Oh Then you'll want the earphones!
No, thanks! I'll just plug myself in!
This is your Captain speaking Please fasten your seat belts! We're having engine trouble and must make an emergency landing!
I'm Colonel Awesome! Can I be of any assistance?
I—I just can't figure it out!!
You can't figure out what's wrong with the plane's engines?
No I can't figure out where that convenient island for us to land on came from! A tropic island in the North Atlantic? It doesn't make sense!!
It makes about as much sense as a BIONIC MAN!!
Touch-down, Captain! Now radio for help!
I can't! The radio is the only thing that was broken during the landing!
That figures! It always is! Okay I'll clear away some of these trees so we can take off again!
No, Colonel! Wait . . .
SCREEECCCH!

WOW!! How'd you do that so FAST, Colonel!

I was in a rocket accident! And when they patched me up, they made me a little better than I was before!

Well too bad you went to all that trouble! I tried to tell you! We can't take off again! For some strange reason, we ran out of our jet plane fuel!

Oh URRP! I see . . . BURRP!

We.l, I've got to get OUT of here!

I'll swim for it, and send back help!

I don't believe it!

What . . .? You don't believe he can swim hundreds of miles!?

No, he'll swim it easily! It's just that I really thought he'd FLY it!

Whew! Made it! And now, to find Dr. Balsawood! According to Anderson's column, he's being held in that building there!

That looks like him in that window! If it weren't for these &¢%$#@!! cross-hairs, I could tell for sure!

Hmmm! That wall is about thirty feet high so I should just clear it . . .

Look! That's the first time I ever saw anybody escaping INTO Russia!!

YI-I-PE! Wow, that smarts! I keep forgetting that only my left side is bionic! The other side is the REAL me!!

Your Bionic Woman is finished!

Not bad, Doctor! They sure don't make girls like THAT in Russia any more!

They never DID, Comrade!

Tell me why did you want a Bionic WOMAN??

Simple, Doctor! We want her to marry your Bionic Man!!

You—you're MAD!! You mean to say you want to start a race of Bionic People?!?

No we want them to get married so they can have their very own TV Situation Comedy Show! OF COURSE! We want a race of Super Comrades!

Forget it! You'll never capture Steel Awesome! He's faster than a speeding bullet able to leap tall buildings at a single bound—

We have ALREADY CAPTURED your Col. Awesome! We knew he would try to rescue you! You Americans are so—so sentimental! And you talked in your sleep, Doctor, so we knew the Colonel's weakness!

Y you found his Achilles' Heel?

It wasn't exactly his HEEL! It was another part of his anatomy that got caught on the barbed-wire fence which was treated with a special bionic tranquilizing agent!

Sha I we watch them, Doctor?

You are so strong, so handsome, so powerful-looking! I find you to be IRRESISTIBLE!

Gee, thanks, lady! You're not so bad yourself!

I was not talking to YOU, you dirty Capitalistic PIG!! I am in love with that Pepsi machine!

Hi, Doc! Let's get out of here!

It's about time! I don't th nk I could've eaten one more Big Wac!

Look! My arm's a foot longer than it WAS!

I can't understand it! I made that arm myself! A Bionic Arm s NOT SUPPOSED to stretch!

What Bionic Arm?!? That's my REAL arm!

I'm glad to see you, Doctor! Thank God you're safe!

If it weren't for Steel, I wouldn't have escaped! He's in bad shape! He needs a complete overhaul!

Forget about that, Doc! I have great news! Congress learned that the Commies had some success with their Bionic experiments, and appropriated money for us to build a bigger and better Bionic Man!

What about ME, Roscoe? Does that mean I'm about to be retired with a disability pension?

Steel, is an obsolete plane, an obsolete tank or an obsolete portable latrine retired w th a disability pens on?

Of course not! But THEY'RE only machinery . . . only hunks of equipment!!

WELL . . . ?

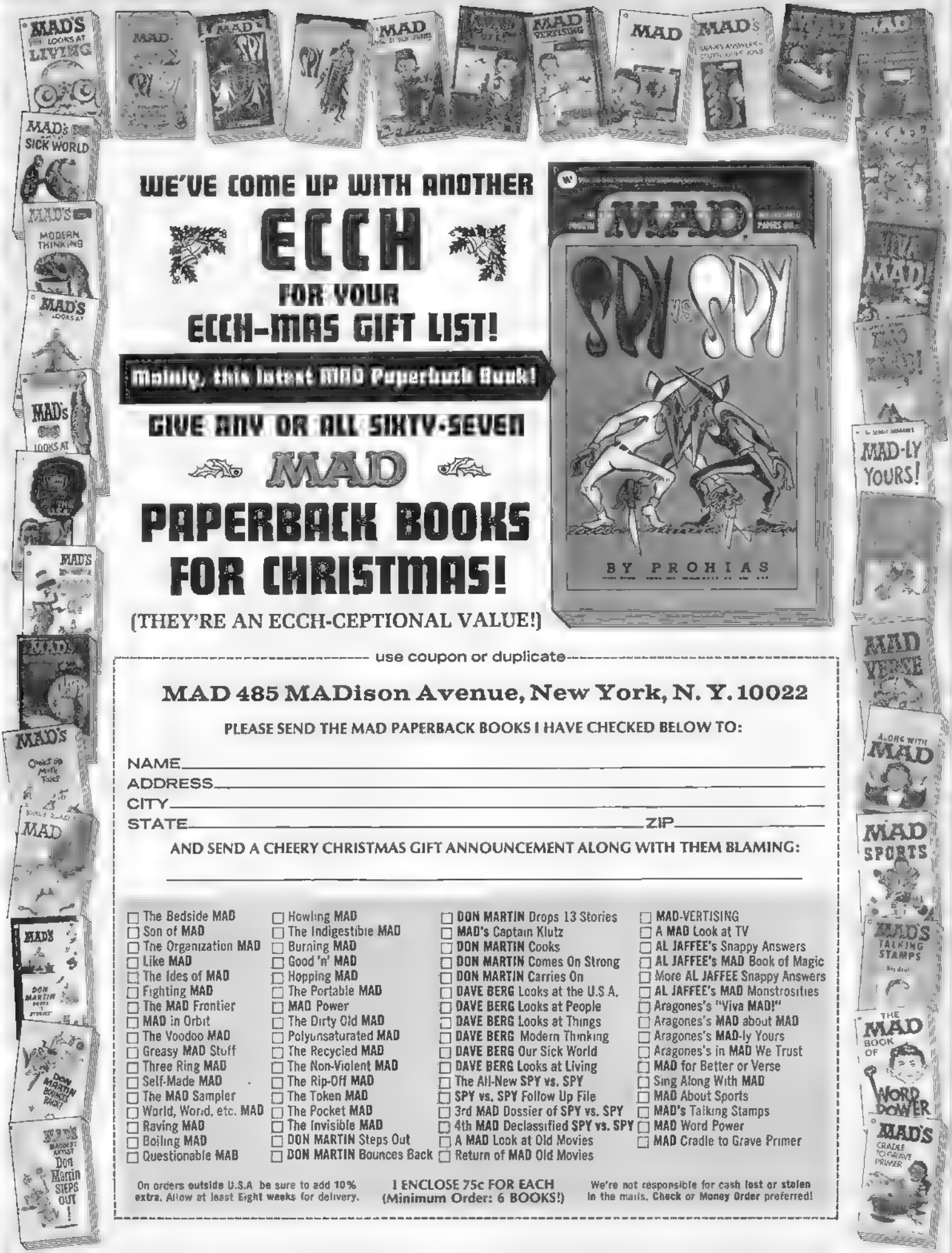
Hmmmm! I think I just said the WRONG THING!

GOVERNMENT SURPLUS SALE

How would you like to own him, Sarah?

I'd love it! But where would I get parts??

BIONIC MAN
List Price
$6 Million!
NOW ONLY
$6.98!
(as is)



WE'VE COME UP WITH ANOTHER ECCH FOR YOUR ECCH-MAS GIFT LIST!

Mainly, this latest MAD Paperback Bunk!

GIVE ANY OR ALL SIXTY-SEVEN MAD PAPERBACK BOOKS FOR CHRISTMAS!

(THEY'RE AN ECCH-CEPTIONAL VALUE!)

MAD SPY vs SPY BY PROHIAS

use coupon or duplicate

MAD 485 MADison Avenue, New York, N. Y. 10022

PLEASE SEND THE MAD PAPERBACK BOOKS I HAVE CHECKED BELOW TO:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

_____

- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, Word, etc. MAD
- ☐ Raving MAD
- ☐ Boiling MAD
- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ The Indigestible MAD
- ☐ Burning MAD
- ☐ Good 'n' MAD
- ☐ Hopping MAD
- ☐ The Portable MAD
- ☐ MAD Power
- ☐ The Dirty Old MAD
- ☐ Polyunsaturated MAD
- ☐ The Recycled MAD
- ☐ The Non-Violent MAD
- ☐ The Rip-Off MAD
- ☐ The Token MAD
- ☐ The Pocket MAD
- ☐ The Invisible MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes On Strong
- ☐ DON MARTIN Carries On
- ☐ DAVE BERG Looks at the U.S.A.
- ☐ DAVE BERG Looks at People
- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ DAVE BERG Looks at Living
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow Up File
- ☐ 3rd MAD Dossier of SPY vs. SPY
- ☐ 4th MAD Declassified SPY vs. SPY
- ☐ A MAD Look at Old Movies
- ☐ Return of MAD Old Movies
- ☐ MAD-VERTISING
- ☐ A MAD Look at TV
- ☐ AL JAFFEE's Snappy Answers
- ☐ AL JAFFEE's MAD Book of Magic
- ☐ More AL JAFFEE Snappy Answers
- ☐ AL JAFFEE's MAD Monstrosities
- ☐ Aragones's "Viva MAD!"
- ☐ Aragones's MAD about MAD
- ☐ Aragones's MAD-ly Yours
- ☐ Aragones's in MAD We Trust
- ☐ MAD for Better or Verse
- ☐ Sing Along With MAD
- ☐ MAD About Sports
- ☐ MAD's Talking Stamps
- ☐ MAD Word Power
- ☐ MAD Cradle to Grave Primer

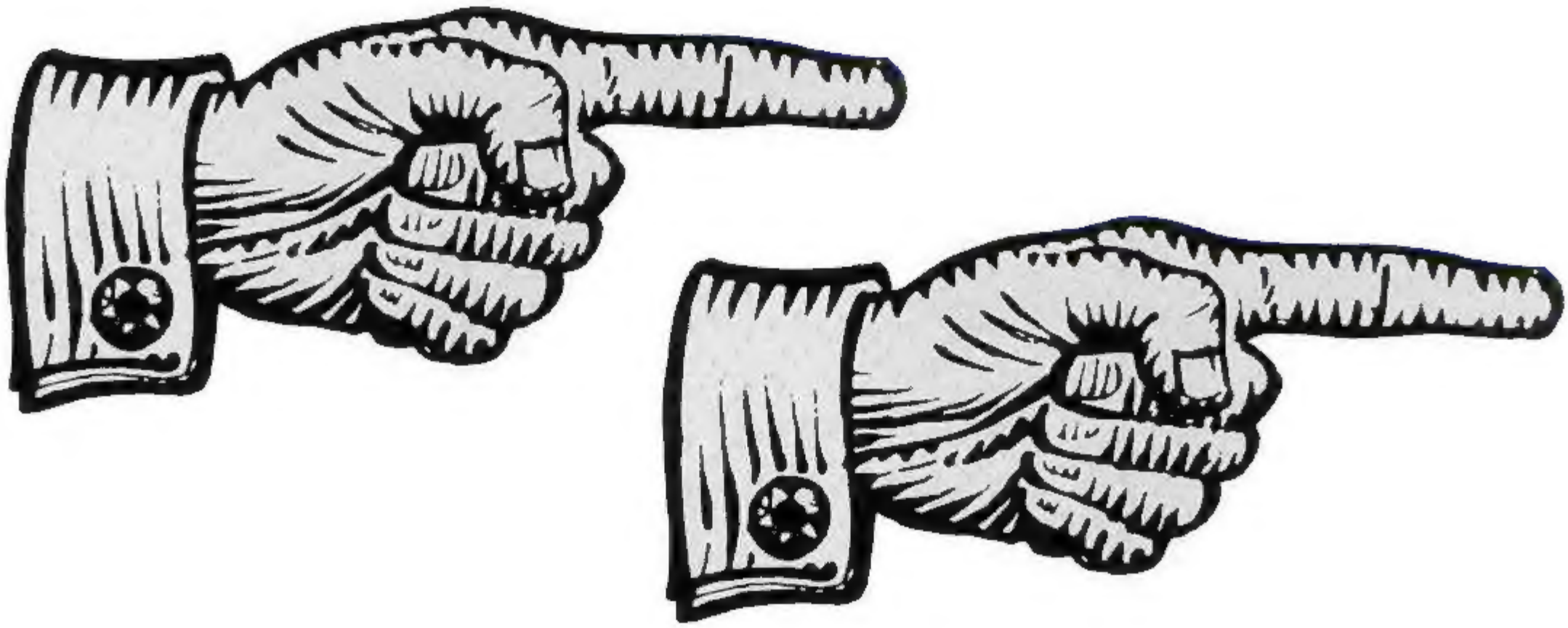
On orders outside U.S.A. be sure to add 10% extra. Allow at least Eight weeks for delivery.

I ENCLOSE 75c FOR EACH (Minimum Order: 6 BOOKS!)

We're not responsible for cash lost or stolen in the mails. Check or Money Order preferred!

Nothing to see here!

Please skip ahead.



WHAT SIMPLE PASTIME IS FAST BECOMING A LUXURY THAT MANY AMERICANS CAN NO LONGER AFFORD?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The United States is one of the most beautiful and bountiful nations on earth. And yet, the way the cost of living is climbing, there are a lot of simple pleasures that many Americans will have to start doing without. To discover one popular pastime that is quickly becoming impossibly expensive, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A▶ FOLD THIS SECTION OVER LEFT ◀B FOLD BACK SO "A" MEETS "B"

AMERICA AFFORDS MANY DIVERSE PLEASURES TO EACH CITIZEN. BUT INCREASING COSTS ARE STARTING TO MAKE SOME LUXURIES IMPOSSIBLE TO ENJOY

ARTIST & WRITER:
AL JAFFEE

WHAT SIMPLE PASTIME IS FAST BECOMING A LUXURY THAT MANY AMERICANS CAN NO LONGER AFFORD?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"

EATING

ARTIST & WRITER:
AL JAFFEE

...SO WHY NOT...

PARDON HITLER!

ANOTHER MAD MINI-POSTER